

Mr Ashleys 9/11

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

VOL. CIX

NEW YORK, JUNE 5, 1926

No. 23

An Opportunity

Unusual significance attaches to the publication
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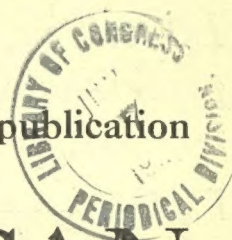
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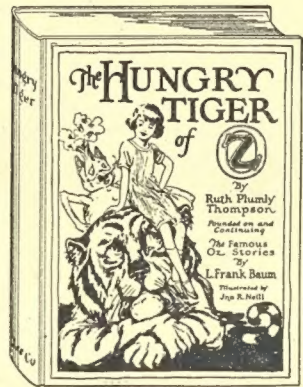
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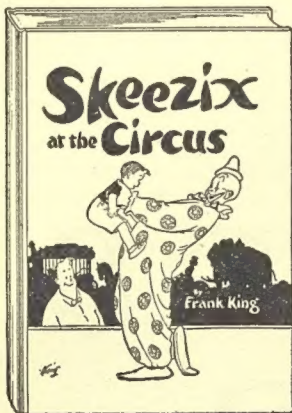


Publication Date
July 1st

- | | |
|---------------------------------|-----------------------------|
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| 2 Ozma of Oz. | 11 The Tin Woodman of Oz. |
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| 4 The Road to Oz. | 13 Glinda of Oz. |
| 5 The Emerald City of Oz. | 14 The Royal Book of Oz. |
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Selina DeJong ... meet Magnolia Ravenal!

Their paths crossed once, in Chicago, the night Magnolia's husband returned from Jeff Hankin's gambling den to tell her of the shooting of Simeon Peake, Selina's father. They never met, but they would have liked one another. They had the same attitude toward life. Selina's father had told her . . . "Remember, no matter what happens, good or bad, it's just so much velvet," and Magnolia always remembered old Cap'n Andy telling her . . . "See it all,

Mollie. . . . Don't you believe 'em when they say that what you don't know won't hurt you. Biggest lie ever was."

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The PUBLISHERS' WEEKLY

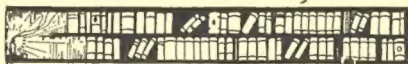
THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, JUNE 5, 1926

The Bookseller's Reading

James Lackington, Jr.

EVERY bookseller should take seriously the question of his own reading



and also the reading of every member of his staff. It is proverbial that the shoemaker's children go barefoot, but the bookseller who acts along similar lines and fails to familiarize himself with current and standard literature is foredoomed to failure. In considering applications for employment the bookseller can safely rule out all those who confess a lack of interest in reading. The application blank might well include the question: "What books have you read lately?" State your opinion of them briefly."

The ideal bookstore staff will consist of a group, of varying tastes and interests. It is well to bear in mind, however, that while personal enthusiasm can accomplish much, we cannot safely limit our recommendations to those books which appeal to our individual inclinations. Imagine a grocer who declined to sell olives simply because he himself did not like them!

A bookseller faces a difficult task in achieving anything like a proper balance between the reading which he feels he must do as a bookseller and the reading which he would like to do and would do were he not engaged in selling books for profit. There are booksellers who have an expert catalog knowledge of books. Name any book and the author can be given immediately with titles of his other books. With this also often goes an uncanny ability to

say off-hand whether any given book is in stock and the location where it may be found:

yet sometimes this catalog efficiency goes no deeper than a similar expert knowledge of boots and shoes, and Stanley Weyman might mean little more than size 7-C. This card filing kind of knowledge is extremely valuable and saves many lost sales but it can never take the place of the knowledge that knows the insides of the books and knows literature as well as printing and binding. If a bookseller cares to go no deeper than catalog knowledge, he may well ask himself whether he has chosen the right vocation in life.

The reading which the bookseller does because he is a bookseller is likely to follow closely the course of current publishing and at the end of a year he finds that to a limited extent he has "kept abreast of the times" but he has read a large percentage of the purely ephemeral, the reading of which will have only an indirect bearing on the business of any succeeding year.

Reading current books, fiction particularly, must be done very much on the trigger. Postpone the reading a month or so and the need is often gone. The bookseller must do much of this machine-like reading. The books which are selling on the booksellers' counters are largely the books which the bookseller and his staff have read. "This is a splendid mystery novel. It held me every minute," goes much farther than: "They tell me it is a

very good book." A book of few good points is easier to sell if you know these few good points than a superior book whose merits you know only by hearsay.

Grooves of Reading

Many booksellers and their clerks as well have pronounced "grooves" of reading. There is the bookseller who likes detective stories and reads them avidly as they come from the publishers. No doubt he sells more than his fair proportion of mystery tales, but must perforce neglect other fields with which he ought to be familiar. While he is devouring the pages of "The Deep-Dyed Slasher Mystery" he is neglecting to learn the points about Mark Sullivan's "Our Times" that would make that book easy to sell. Then there is the Western story enthusiast who knows Zane Grey backward and forward and reads all the rest of the literature "of the great open spaces, where men are men," etc. A salesman of this ilk sold the latest Western yarn to everybody on the slightest provocation, but was entirely helpless to put over the latest H. G. Wells or Galsworthy book unless asked for specifically by title. He was helpless to make recommendations to serious readers.

There is the applicant who urges her divine anointing for bookselling on the grounds that she is never happy unless she has her nose in a book. The foolish bookseller who banks on this assertion finds later that it is unfortunately only too literally true and that customers are regarded rather as an intrusion while straightening stock or checking catalogs is not for a moment to be considered. Such a salesperson may add "tone" to the establishment but she adds little to the cash register.

Then there is the salesperson who has read little for many years and whose memories of good books goes back to works read long ago. This type frequently has one favorite book and when let loose in a book department immediately sells out of stock on that favorite in every available edition. A case in point was that of an elderly woman who volunteered to sell books during the holiday season. She came strongly recommended for general literary knowledge but expressed a preference for the children's book department. "I know

children's books," she said positively, "and I can sell anyone I talk to." And so it seemed for in sheer self-defence customers made purchases to end the flow of conversation which mainly concerned the merits of "Alice in Wonderland." The first day she sold fifty-six copies of this excellent work and seven copies of all other books combined. By nightfall, there remained no copies of "Alice" in stock and the enthusiast was appealing to the bookseller to telegraph for more copies in every edition.

These and other pronounced "grooves" in recommendation may be avoided by judicious supervision of the reading done both by the bookseller and his staff. Every bookstore should have as its ambition the power definitely to influence the sale of good books.

"We can sell one hundred copies or more of every book that we thoroly believe in" is certainly a fine thing to say if it can be said truthfully. That booksellers generally do not influence the sale of books in their own stores as much as they should is clearly evidenced by the fact that the best sellers in various sections of the country are usually pretty much the same titles. This indicates a willingness to drift with the tide that is not altogether pleasing. It also tends to show that the reading of booksellers goes largely to books of outstanding popular qualities.

In the Realm of Non-Fiction

Booksellers in selecting members of their staff should reject those who obviously have pronounced reading "grooves" and also those who are so very "literary" that anything commercial might seem more or less a contamination. Love of books is an essential, but by no means the only essential quality in successful booksalesmanship.

To know all of the books that come into his store is beyond the powers of any bookseller regardless of how omnivorous a reader he may be. By utilizing his reading time to better advantage, however, the bookseller can achieve a sufficient knowledge of many more books than he now possesses. In many bookstores, a reasonably successful effort is put forth to keep in fairly close touch with the fiction market and by dint of much industrious reading on the part of various members of

the staff, something of a "line" on many new novels is secured. This is not nearly so much the case when it comes to non-fiction. With travel, history, biography, science and a host of other subjects, it is a question whether most of this is not pretty much a closed book to the bookseller and his staff. We sell these books on their reputations, on their subjects, on their outward appearance rather than on a personal knowledge of their contents.

There is a reason for this—and a valid one. Many of these non-fiction works are of forbidding length and the bookseller is naturally appalled at the job of handling any material number of them. To accomplish his object he must recognize that in this field he will have to *read as a bookseller*. It is not necessary for him to read any volume completely in order to secure a kind of knowledge which cannot be derived exclusively from reading advertisements and reviews. A judicious selection of a chapter or two here and there supplemented by reading any obtainable reviews may well prove sufficient. Thus a bookseller can cover a score of volumes in the time ordinarily required to read one book. Such reading cannot fail materially to increase the sales of non-fiction. A reference to an interesting incident in a book will usually prove a far more potent selling argument than a general statement of the character of the book. For example, to cite one or two of the humorous anecdotes in the "Recollections of Thomas R. Marshall" will do more to make that book attractive to a prospect than to say "this is an interesting volume by former Vice-President Marshall."

To Eliminate Plugs

The reason that so many volumes of non-fiction remain unsold after the season is over lies in the fact that we really know so little about them. Knowledge here would not only be power, but it would eliminate many unnecessary "plugs." Despite certain ideas to the contrary, publishers are not publishing books without some merit, and we can usually find a selling point if we dig a little. The bookseller must plan to do a certain amount of reading purely for the purpose of knowing about books so that he can sell them.

He must so utilize the time devoted to this purpose that he is able to cover a wide range of material.

Individuality Among Booksellers

Aside from his survey of the current situation, the bookseller is foolish indeed, if he does not year by year add to his familiarity with standard literature. No doubt we make an unnecessarily large proportion of our sales from among the year's productions. When a customer desires a book for a gift, we rush to the latest fiction table and quickly clinch the sale of a popular seller of the day—two dollars. Many times a little added work with the customer would result in the sale of a standard work or set at a higher price, affording more lasting satisfaction to the recipient. To sell standard literature requires a constant bracing of acquaintance with it and the bookseller can well afford to devote a certain portion of his reading time to this purpose. If booksellers generally did more of this, bookstores would be selling more books of permanent worth and fewer books that are here today and gone tomorrow. We labor under a delusion that the public is willing to read only that which is new, while we constantly use selling methods that encourage the very tendency which we lament.

The bookseller also must read some of the things he would read were he reading purely for his own enjoyment, and such reading often redounds surprisingly to his advantage and has a distinct tendency to give him individuality among booksellers. A bookseller who really loved poetry and read a good deal of it could double the sale of poetry in his town. The same would no doubt apply to nearly any subject that might be mentioned.

Each bookseller must work out for himself the problem of his own reading and how best to utilize it for his development and for securing the knowledge necessary to selling his books. He should take the matter seriously and not treat it in a haphazard way. He should so direct the reading of his assistants that the staff as a whole may give efficient, well-informed service to the customers who seek counsel in reading. But if you don't like to read—do anything else but don't be a bookseller.

An A. B. A. Page

News and Notes of the American Booksellers' Association

Ellis W. Meyers *Executive Secretary*

1 Madison Ave., Metropolitan Tower, New York City

NEVER in its twenty-six years of existence has the American Booksellers' Association had so complete a program as that which we are outlining for 1926-27. It is safe to say that there are very few trade associations undertaking a more comprehensive one, inasmuch as ours covers almost every phase of bookselling in one way or another.

The Clearing House appears to be more and more certain. With the cooperation of a few more booksellers it will not be difficult to begin operating this Center before many weeks have passed. Thru it booksellers will receive parcel post, express, and freight shipments in single enclosures, each containing books ordered from several publishers. Thru it, booksellers will be able to pinch a few pennies from their costs of doing business. The many well-known book people who have subscribed to the service give sufficient proof of its possibilities. Walter McKee, John Kidd, Stanley Remington, Harry Korner, A. Kroch, Fanny Butcher, Brentano's, Ward Macauley, Eugene Herr, Burrows Bros., George Jacobs and many others, all of these booksellers are firm in the opinion that the new Center will efficiently serve the trade, aiding the individual in every way. This, it must be remembered, is the booksellers' very own department—organized by them, run by them and for their profit. In itself, it should be sufficient to induce non-members to join the Association.

But, the Clearing House does not stand alone. Another service to be given by the Association to its members is the Association Bulletin of Advice, a monthly advisory service in which everything that can be done in a bookshop to increase that shop's sales will be included. The



monthly program will be drawn with the thought in mind that it must be made elastic so that it can be easily adapted to the needs of each individual shop. Ten men and women, each an expert in his or her particular work, will cooperate with the Association's executive office in the preparation of this Bulletin.

Publicity and more publicity, for the Association, its members, and books, is our aim. The Telegraphic Delivery campaign brought a great deal. Our last convention with its meeting at Field House and the radio broadcasting helped swell the volume. The weekly column in the *Saturday Review of Literature* is doing its bit, and we are arranging to carry on on a larger scale.

There are a number of bookshops that have not placed the executive office on their mailing list. If you are one of them, correct that error at once. We want to see everything (catalogs, letters, newspaper ads, etc.) that you do. All is grist that comes to our mill. Everything can be used in one way or another.

Members of the A. B. A. show your colors, let the public know of your affiliation with the national organization. Decalcomanie window signs are still available at fifteen cents each and electrotypes at fifty cents each.

Non-members, you are not playing fair with yourselves or the other booksellers. Twenty-six years have been spent in building up this organization to a point at which it is now ready to do some really constructive work. You are withholding your support with no moral right to do so. Each step forward that is taken by the Association helps you in a great many ways. The membership fee is small—there is a long road to travel, but we are going forward, and quickly, too.

A Boost for the Book Department

Mary E. Clark

Washington, D. C., Public Library, formerly of Book Department, Hills, McLean and Haskins, Binghamton, N. Y.

"WHY not books everywhere in the store?" asked the vigorous new manager, as he walked thru the busy aisles of a large department store. "Modern Golf and How to Play It" in the Sporting Goods Department? 'Dress and Look Slender' in the Ready-to-Wear Department, and so on?

"The Book Department in any store has a hard time, tucked away in some obscure corner, given only a few ads in the newspaper, seldom if ever a window display, drawing to it only such people as have come to the store purposely to buy a book. We must change that," mused the new manager, as he took the elevator to the Book Department on the third floor back.

"How do you do, Miss Grey?" he greeted a pleasant-looking young lady who was arranging books on a display table. "What have we new today? 'So You're Going to England!' Why couldn't we place this and the authors' earlier books in the Luggage Department with one of these signs, *Take Along a Book?* The person who is buying a trunk or suitcase is going to travel sometime. Why wait for the news-stand to sell him magazines?"

"Fine!", said the head of the Book Department, "and put in a book of new fiction, too, and a book of essays and this new volume of cross word puzzles. They



have been so popular."

"My idea," said the new manager, "is to sell books not only in the Book Department itself, but in all our departments. Let's look about and see how we can fix that up. Take the Kitchenware Department; what have you to put there?"

"'Cooking for Profit,'" said Miss Grey, "and any one of these home cook books, and a volume on the business of the household, and fiction too, both

new and non-copyright."

"The Infants' Wear Department?" asked the manager.

"'Care and Feeding of Children,' and 'Diet for Children'; also a display of vivid picture books—and an attractive Baby Record book."

"The Silverware and Jewelry Departments?" questioned the manager.

"A book of etiquette and books on entertaining," replied the head of the Book Department, as her mind leaped to her bookshelves.

"Then the Housefurnishings and Drapery Departments—where would they come in?"

"A book on curtains and hangings, interior decoration, and fiction—with our poster, *Will the New Home Have Books?* Our tea-room really ought to have a cordial invitation to visit the Book Department printed on its menu! And to my

mind, it would pay us to place a few books in the rest room, which people could read while they rest or wait for friends. Afterward, we could sell these books second-hand."

"Humph!" said the new manager, "wouldn't people walk away with the books?"

"We might have a small percentage of loss," said the head of the Book Department, "but we could take a chance for the sake of the advertising in, *These Books Are From Our Book Department*, and *Buy A Book A Week*. Besides, we could work out a plan to prevent many losses."

"Well," said the new manager, "I will take the matter up with the heads of all the departments. Books in every department which could connect with that department, and lots of fiction and children's books sprinkled in. By the way, shall each

department sell the books or must the purchaser, in your opinion, come directly to your Book Department?"

"Of course, the more persons who come direct to our Book Department, the more chance we have of converting them into booklovers; but convenience is everything, and if a customer is in a hurry and wants the book, let him have it."

"Yes; but—," said the manager, "then the customer won't see our Book Department and we won't be drawing more book-trade."

"Oh," said Miss Grey, "that is where you are mistaken. One book sold sells another. Your customer will come back another day and he will come, furthermore, direct to the Book Department."

"We'll try it," said the new manager, "—today."

English Booktrade News

From Our London Correspondent

The General Strike

THE nine days' strike is over. Business of all kinds has been at a standstill. As a witty Frenchman said, during the trouble, "We take our pleasures sadly, and our quarrels cheerfully." And that is the whole thing in a nutshell. The country has lost millions. Some have said it has cost the country £30,000,000 a day. The loss is bound to go on for a long time. Speaking domestically, it has been a bad blow for publishing and bookselling. Practically no business has been done. Book-selling did not cease entirely, altho obviously, those nine days have brought a loss to publishers and booksellers and authors. Very few orders got away from London. Some orders could be filled where they were deliverable in London, while the country bookseller did his best to sell his existing stock. The General Strike was a particularly severe blow for the booktrade, for it had only just begun to recover from its own lengthy and troublesome strike. And the pathetic part was that business had started to open up most encouragingly.

There are still a few weeks left of the spring and every effort will be made to take the best and fullest advantage of it, but we fear that we can only look hopefully towards the autumn. One blessed fact remains: No one believes there will ever be a General Strike again.

Death of Mr. Dent

We are sorry to report the death of J. M. Dent, head of the famous publishing house of that name. We knew Mr. Dent, long before he began to develop his publishing business. In those early days of which we speak, Mr. Dent had a growing bindery business in the east-central district of London, but as he began to put his ideals of book production into actual being, he migrated to the west-central district, and, as many readers of the *Publishers' Weekly* know, he built a fine office in Bedford Street. Mr. Dent was a very shrewd business man, with infinite taste, and a fine sense of literary values. He was a man of retiring disposition, and we always found him kind, encouraging and without affectation. His *Everyman's Li-*

brary is a memorial to him which will ever call him to mind, and altho some of us may object to seeing a hundred or so of the world's classics resting on our shelves, all of one size, but varying in color, at least such a series must have been truly a god-send to the impecunious book lover. We believe that this collection of books has had the stupendous circulation of 20,000,000 volumes.

Colonel Lawrence's Book

Sometime next year Mr. Cape will publish a work by the famous Colonel T. E. Lawrence. A good many misstatements have appeared here and elsewhere about this long expected book, but here are the true facts: Colonel T. E. Lawrence has spent many months preparing for private publication amongst personal friends a small, strictly limited edition of his book, no copies of which are available for sale. The statement that the book contains a number of "splendid illustrations, many in color," is substantially correct, but whether it can truthfully be said that they are "satirically touched in a true Oriental spirit" had better be left for decision to the distinguished artists who drew them.

All arrangements for the publication of an edition of the book for general sale

both in England and America have been completed, the manuscript is even now in the printer's hands.

Manuscript Prices

The other day, £1500 was paid for the original manuscript of Hardy's "Pair of Blue Eyes." It was bought by Mr. Spencer. Now word comes from Paris this morning that the manuscript of Oscar Wilde's "Salome" was sold at auction yesterday for 35,000 francs, while an autograph letter of Wilde's fetched 7,000 francs.

Broadcasting and Booksellers

I am confident that, rightly used, radio can be the best means possible of increasing both reading and the sale of books. We know of one bookseller in the North of England who, immediately the book-talk comes on, stops whatever he is doing, and takes down the names of the books mentioned, for he knows that the morrow will bring a demand for those books. We have watched him diligently taking down the titles of the books.

London "Times" During the Strike

The London *Times* during the strike was reduced to a single sheet. Below is the entire *Times Literary Supplement* for Saturday, May 15th.

THE LITERARY SUPPLEMENT

Practically no books have been published since the strike began. We have, however, received from the Oxford and Cambridge Presses a few books including the fourth volume of the "Cambridge Ancient History", dealing with the Persian Empire and the West (Cambridge University Press 35/- net.) and the sixth volume of the "Letters of Erasmus", edited by Dr. P. S. Allen and H. M. Allen (Oxford University Press; London: Milford 28/- net.) We have also received books from the United States, France, Italy and India. We regret to record that Mr. J. M. Dent, the publisher, died at Croydon on Sunday, age 76.

THE Publishers' Weekly

The American Book Trade Journal

Founded by F. Leypoldt

EDITORS

R. R. BOWKER F. G. MELCHER
62 W. 45th St., New York City

June 5, 1926

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

The Booksellers' Reading

SPEAKING of the booksellers' reading, to which subject, James Lackington led us in the first pages of this issue, how many of the characters listed below do you recognize? This was one of the questions in the Bryn Mawr General Literature Examination, given to students there in March. If a student came into the bookstore hunting for the books containing these characters, a good many of us would have a bad five minutes.

In what work by what author occur:

1. Sir Anthony Absolute.
2. Sir Andrew Ague-cheek.
3. Abou Ben Adhem.
4. Rabbi Ben Ezra.
5. Gungha Din.
6. Panurge.
7. Captain Ahab.
8. Captain Bobadil.
9. Captain Cuttle.
10. Mr. Burchell.
11. Mr. Wardle.
12. Madam Eglantine.
13. Tom Bowling.
14. Moll Cutpurse.
15. Amelia Smedley.
16. Euphemia Clashthought.
17. Alceste.
18. Achates.
19. Houyhnhms.
20. Calandrino.
21. Palamon.

22. Dulcinea.
23. Angelica.
24. Sheherezade.
25. Sycorax.

Books and Radio

TED ROBINSON of the Cleveland *Plain Dealer*, who has been giving to the *Publishers' Weekly* readers a little study of the non-book using public, concludes his story in this week's issue with the suggestion that the radio offers a means of making a new appeal of book interest to the public which is now listening in. He believes that while the radio has not been a competitor of the book, many people whom the booktrade has been anxious to reach are ardent users of the radio, and therefore this is the natural means of approach.

It is interesting that this suggestion comes into print on the same day that Doubleday, Page & Co., the Fox Film Co. and WOR are cooperating in a special radio emphasis on O. Henry—June 5th, this being the sixteenth anniversary of his death. It will be interesting to find whether this broadcasting, connected with bookseller display and emphasis, will bring new attention to this ever-popular author. Every few years brings to the front a new generation of possible readers of the O. Henry short stories, and this gives an opportunity to reach out again for book sales.

Models for Book Makers

ROBERT O. BALLOU, editor of the bookmaking department of the *Publishers' Weekly*, has reviewed in this issue the examples of the current exhibit of the Institute of Graphic Arts and has brought up the question of whether the exhibiting of privately printed books is stimulating to more progress of trade book typography. There is an opportunity for different points of view on the subject, but it might be pointed out that there is something to be said for the Institute's jury in its plan of bringing the best made books from wherever they can be found and judging them for their success in the task undertaken. The books of advertising purport have been eliminated, as they have a different point of view in their effort

to create an interest in merchandise rather than to give a setting for literature.

It is possible that, if the exhibit were restricted to books which face in their publication the strict problems of merchandising, there would be greater encouragement to general publishers by giving them a larger showing in the fifty. On the other hand, if the purpose is to show the possibilities of typography in the country, it would seem best to show the finest examples that can be had, from whatever source. The publishing of Bruce Rogers's edition of Dawson's "Pierrot of the Minute," a couple of years ago by the Grolier Club has no relation with the general publisher, as far as commercial selling, yet the book in its final beauty is an inspiration to everyone who makes a book. Little, Brown & Company used the full resources of William E. Rudge as printer and Bruce Rogers as consultant in planning their beautiful volume by Pennell, and it would seem as tho the typography had a great deal to do with the attention that the volume attracted and will certainly affect its continuing sale.

Booksellers generally are increasingly aware that books are being sold on the appeal of their make-up and that this appeal can be added to the other elements that are increasing their sales. Second-hand booksellers today report their stock swept of volumes that are the product of the best typographers, so that the supply is behind the demand for the best work.

If the Institute separated the fields of publishing, they would have to have private press books, university press books, general trade books, educational books, etc., all of which face their own particular problems and whose work cannot be exactly compared. If they keep the emphasis on the successful solving of any real bookmaking problem, the resulting exhibit may well be, as it has been for three years, an inspiration to all who have to produce books.

Mr. Ballou's article in the Monthly Bookmaking Department is very concrete and illuminating, with its detailed descriptions of selected books. The article is made more illuminating by the examples of title pages. The cuts were lent us by David Silve who arranged the exhibit of the fifty books.

Stunts in Bookselling

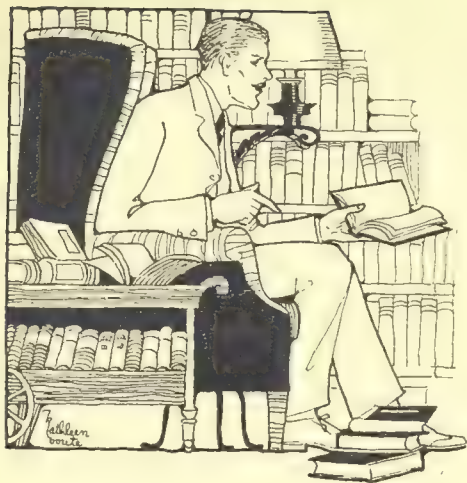
"STUNTS in the book department without follow-up are ineffective and unsatisfactory," said Gertrude Andrus in her highly suggestive talk before the Children's Bookselling Section of the A. B. A. Convention. Miss Andrus is the head of the book department of Frederick & Nelson in Seattle and brought to that work a high reputation in the field of children's librarianship.

This comes as a wise caution from an experienced laborer in the field. Oftentimes when the trade reports some interesting and perhaps spectacular effort of a bookshop to bring attention to books it is forgotten by those who intimate that such features without a constructive follow-up are like a balloon ascension with no house lots sold. Something beautiful goes up in the air, but there is no result in the hand. The best stunts for building book sales are those things that leave a definite impression of good stocks and personal attention. Money spent in these directions brings a reputation in the community that means real development in the department. Children's books are not to be sentimentalized about, but are valued friends of the children to be put out into the homes by sound and effective methods.

Stories to Tell to Children

A NEW edition of "Stories to Tell to Children" has just been issued by the Children's Department of the Carnegie Library of Pittsburgh. This is one of the most popular pamphlets the Pittsburgh library has ever published, the present revision being the fourth since 1916. New titles have been added, and the sources of stories have been revised.

Stories are divided into groups of special interest to children under seven, to children from six to ten, to children from eight to twelve, and the children over ten years of age. Stories and poems for holiday programs and for special seasons of the year are also included. The stories listed are those used in the story hours conducted by the library, exclusive of the series of cycle stories, which are published in separate pamphlets.



The Book Habit

An Inquiry in Four Parts

Ted Robinson

The Cleveland Plain Dealer

IV. A Symptom and a Remedy

THE two or three families I have referred to in previous papers are but a few representatives of the unbooked, tho ordinarily intelligent public. I have visited other neighbors; I have talked to casual acquaintances in clubs and offices. And besides the usually disingenuous plea of "no time to read," I have found that the commonest excuse for not buying books is the matter of expense.

My friend Judkins sat beside me on the home-bound street car and he glanced at the three books I was taking home.

"You are always carrying books home," he said. "You must spend a lot of money on books."

The statement was a question, and I answered that my expenditure was not unreasonable.

"Well," he said, "here's a novel marked \$2.50, a travel book marked \$5, and a technical book marked \$3. That's \$10.50 all at once. I'd like to have a lot of books, myself, but I tell you these publishers charge too much. Why, I remember before the war that most of the new novels sold for \$1.25—or even less, at the department stores. Now, \$2 is the minimum. And even \$2 is too much to spend for a novel that you'll finish in a couple of days and then probably never read again."

"Still," I said, laying a trap, "a fellow has to have something to do, evenings."

"Oh, Lord!" he groaned. "Do you ever get an evening to yourself? I don't."

"What are you doing tonight?"

"Got tickets for the 'Follies.'"

"How much did they set you back?"

"Five-fifty a throw."

"That's \$11. I've got travel, fiction and technical study for fifty cents less. Two of these books will occupy my spare time for a week, and the third will be a permanent asset—I'll make use of that one for a long time. I've got you skinned on expenses. And all you'll have left after this evening will be a pair of seat checks for souvenirs."

"Oh, you can save money if you don't care for amusements. But, of course, I don't spend as much on shows as you do on books—and I guess you go to a few shows yourself."

"Surely, we go to the theater. And I class books as necessities; rather than as amusements. But I'm willing to venture a guess that you're wrong about comparative expenses. How much have you spent on the theater this season?"

Judkins pulled out a notebook. "I can tell you that, right now," he said, "because I put all amusement expenses down here." He turned over the leaves, adding as he went. Then he whistled.

"It's a bit more than I imagined," he

acknowledged. "Seventy-two bucks on shows this winter."

"Does that include the movies?"

"No—I don't put down the small change."

"All right. Have you got down what you have spent for books?"

"No—I haven't bought any books this year. Maybe my wife has."

"Let that go, then. Now look here. I've spent \$50 for books, this season, and \$20 on the theater. And I've got twenty books in my library to discuss, to refer to, to re-read, to lend, to list as actual assets of known and convertible value. Most of them won't depreciate, and one or two may command a good premium in a few years."

"Oh, well, if you're buying books as an investment—"

"I'm not—that's all velvet. And because I read all these books, and many more, and because some of the books are printed plays and dramatic criticism, I have selected the plays I have seen at the theaters better than you have. I have probably got more solid pleasure out of my \$20 worth of theatrical entertainment than you have out of your \$70 worth."

"High-brow plays at the Little Theaters!" grinned Judkins.

"The sort of plays I choose doesn't enter into the question. The point is that I get more for my money than you do, and that the pleasure lasts longer. You don't lay out your expenditure efficiently. You may do it at the office, but not outside. Your money's gone, so is your commodity. My money's gone, too, but I'm still enjoying the purchases. And I shall do so indefinitely."

"That's the moralist's argument," protested Judkins. "But you aren't going to reform me. Most of us like to spend our money foolishly, now and then—the arguments are all against us, but—well, why be a tightwad?"

"Oh, nonsense! Blow your money all you want to—I'm not trying to reform you. We're on earth for happiness, and I wasn't trying to take any of it away from you. I was showing you where you could get more of it. I've done better than you on both books and the drama, and I've



saved most of it up for future reference. I've eaten my cake, and I have it."

* * * * *

So much for the symptoms. Now let us search for the remedy. Missionary work for the individual is all very well, but converting one heathen at a time is a mighty slow process toward universal evangelizing. The book man must have a wholesale method of disabusing the public mind of certain ingrained fallacies. For instance:

(1) That ordinary people "don't have time" to read books.

(2) That books are an expensive luxury.

(3) That children are "natural born readers" or the reverse, and that nothing can be done about it.

And there must be a positive campaign to prove to the public:

(1) That a household cannot afford to be without an adequate library; and that this is true from every point of view.

(2) That books should be budgeted with the other household expenses; and that systematic book buying will prove an actual economy.

(3) That the happiness and success of the future generation is so dependent upon books that it is a crime to deprive children of good books in quantity.

How are we going to do it? The difficulty springs at once to the mind of every bookseller. He knows that it is easy enough to reach the people who are already

his customers—but these are “the righteous, who need no repentance.” How is he ever going to get at the great mass of people who not only do not read books but who do not read anything about books in the magazines or newspapers, and who will ignore all circulars on the subject?

Well, the people who are not reading, nowadays, are *listening*. And it seems obvious that the only way to reach them is over the radio.

A series of talks about books, broadcast from important stations by good and well-known speakers, will actually make such a campaign talked about. Of course the speakers must be snappy, or they'll soon be tuned out. And, equally of course, they'll have to sugar-coat their pills. Every word will have to count, but no word must sound like propaganda.

The speaker will have to go into the living rooms of a million instalment-furnished suites and tell the inhabitants that a bookcase is as important a sign of social position as is the radio receiving set or the near-mahogany davenport. He will have to put it across that books furnish the room, and at the same time give the family a tone. He will have to let them know—ever so skillfully—that every new book they read puts them that far ahead of their neighbors. He will have to make libraries the fashion and the reading of books as popular as the playing of bridge.

This sounds unworthy, sordid, cheaply commercial. But it is in fact a technique for quantity sales, and the result will in time justify the means. As people read, their ideals advance, their tastes improve. If they buy books for the fad's sake, they will soon be buying them for their own sake.

I shall not suggest methods and themes for the speakers. I have done my part in stating my positive conviction that the booktrade will have to conduct a radio campaign. Not an advertising campaign—it must be free from the suspicion of advertising, or you can't even get access to a broadcasting station. Not propaganda for certain publishers or certain books. But an educational program, so offered that the great general public will begin to worry over the fact that they've been missing something.

The New Age of the Negro

NEW books of music, poetry, art and fiction have in late years testified to the increasing contributions being made by the colored race to the progress of the country. This general forward movement for the race is now being very ably sponsored by an organization known as the Urban League, with branches in thirty cities. In New York, this League is undertaking to raise a large sustaining fund during the first two weeks in June, and has asked booksellers to cooperate by displaying books by negroes or about the colored problem in their windows. It is expected that this movement will get wider support in the fall, giving booksellers of other cities a chance to cooperate.

In the recent contest carried on by the magazine, *Opportunity*, twenty prizes were awarded among 1,276 contestants for work in the field of poetry, plays, essays, short stories, musical composition, etc. Among those who contributed were Countee Cullen, Langston Hughes, Ford Kramer, and others. Those who are able to cooperate in this work can get suggestions from the Urban League headquarters at 8 East 41st Street.

Some of the recent books that may be used by the bookstores in connection with such an exhibit are:

“Color.” Countee Cullen. *Harper*, \$2.

“The Weary Blues.” Langston Hughes. *Knopf*, \$2.

“Lyrics of Lowly Life.” Paul Lawrence Dunbar. *Dodd, Mead*, \$1.50.

“Book of American Negro Verse.” Editor James Weldon Johnson with an essay on the negro's creative genius. *Harcourt Brace*, \$2.25.

“Harlem Shadows.” Claude McKaye, with an introduction by Max Eastman. *Harcourt, Brace*, \$1.35.

“Anthology of Verse by American Negroes.” Newman Ivey White and W. C. Jackson: with critical introduction and biographical sketches. *Trinity College Press*, Durham, N. C., \$2.

"Mellows." Robert Emmet Kennedy.
Profusely il. *A. & C. Boni*, \$5.

"The New Negro; An Interpretation."
Edited by Alain Le Roy Locke. *Boni*,
\$5.

"Book of American Negro Spirituals."
Editor, James Weldon Johnson with an
introduction and musical arrangements.
Viking Press, \$3.50.

"Blues" an anthology. Editor, W. C.
Handy. *A. & C. Boni*, \$3.50.

"The Fire in the Flint." Walter F.
White. *Knopf*, \$2.50.

"Flight" Walter F. White. *Knopf*,
\$2.50.

"Porgy." Du Bose Heyward. *Doran*, \$2.

"On the Trail of Negro Folk-Songs."
Dorothy Scarborough and O. L. Gul-
ledge. *Harvard*, \$3.50.

"The Negro and His Songs." Howard
Washington Odum and G. B. John-
son. *University of North Carolina*. \$3.

"Green Thursday." Peterkin, Julia E.
(Mrs. Charles P. Peterkin). *Knopf*,
\$2.50.

American Library in Paris

THE exhibition of current American books at the American Library in Paris is growing steadily in size and interest, reports the director, Burton E. Stevenson. One large case has already been filled by the books sent on by the publishers for this exhibition, and it is planned, as it grows in size and importance, to set aside a special room for it, where the catalogs of all American publishers may also be consulted.

The patrons of the library and the general public are coming to realize that in this collection may be found the newest and best American books, and so many people are visiting the exhibition and examining the books that it has been necessary to ask the publishers for extra book jackets,



Collection of the newest and best American books in Paris

so that the original ones may be replaced as they become soiled.

The exhibition has the backing of the National Association of American Book Publishers and the following publishers are now taking part in it: Abingdon Press, Association Press, Atlantic Monthly Press, The Bobbs-Merrill Co., Boni & Liveright, Brentano's, Century Co., Columbia University Press, Dodd, Mead & Co., E. P. Dutton & Co., Funk & Wagnalls Co., Harcourt Brace & Co., Harper & Brothers, Henry Holt & Co., Houghton Mifflin Co., Alfred A. Knopf, Little, Brown & Co., The Macaulay Co., The Macmillan Co., Manual Arts Press, Medici Society of America, G. & C. Merriam Co., Minton Balch & Co., Thomas Nelson & Sons, Oxford University Press, G. P. Putnam's Sons, Rand McNally & Co., The Ronald Press Co., Frederick A. Stokes, Woman's Press, The World Book Co.

It is hoped that eventually every American publisher will be represented.

Commercial Side of Literature

A Review of Michael Joseph's New Book

THE business of authorship as well as of publishing should gradually become an easier occupation if printed information is of service, as the shelf of books on book producing is steadily increasing. Another valuable addition has just been made with the imprint of Harper & Brothers entitled "The Commercial Side of Literature" by Michael Joseph, who is connected with the famous English firm of literary agents, Curtis Brown, Ltd., and the volume has a chapter on "The American Market" by Grant Overton, fiction editor of *Collier's Weekly* and for some time connected with George H. Doran Company. It has chapters on "The Modern Novel," on "The Book Market," "The Author and Publisher," "The Literary Agent," "Contracts," "Copyright," "Producing and Marketing a Book," "Film, Dramatic, Serial and Other Rights," and "The Author and Publicity."

The comparison between the conditions in the English and American markets will be of interest to all who handle books. Mr. Overton especially emphasizes the importance to American authors of the magazine market. Without this market he believes that one cannot count on making a living by writing. He quotes the fact that there are two and a half times as many newspaper buyers as magazine purchasers. The country is, he believes, not fully sold on the habit of reading magazines, and *Americans have not begun to be sold on the idea of buying books.*

Authors receive 10% of the retail price, with sometimes a rise to 15% on editions of 5,000, and a few best seller authors get 20%. About one novel in 1,000 reaches a sale of 100,000 copies; most novels have a sale under 5,000, and the author gets less than \$1,000. Most famous living authors do not sell more than 20,000 copies, but they can count on from \$4,000 to \$5,000 from a novel. If it is in reprint edition, the authors' income is extended by about \$250 for every 5,000 sold.

"How do novelists live?" he says. "Many don't. . . ."

"The position of the English novelist, at least in England, is much better than that of the American novelist in America, to this extent: The Englishman knows much more surely what he can count upon. . . . In America an author whose last book has perhaps sold close to 100,000 cannot count on more than 25,000 to 30,000 for the new book. . . ."

"There is never the slightest difficulty in finding an American publisher for any book of the slightest merit. New American publishing houses appear almost yearly."

The picture is much more rosy in connection with magazines. Several of the best known living writers get \$4,000 for a short story. Twice as many more get \$3,000 to \$3,500. The great majority of familiar names get from \$750 to \$2,000. These prices are not based on the merits of any particular story but on the demand for the author's work.

"If any attempt were made to fix the price according to the worth of a particular story," says Mr. Overton, "all markets would be destroyed." "Good serials are in great demand. \$50,000 has been paid for serial rights in several instances. \$25,000 to \$30,000 is not rare. Many of the best serials written as such fail dismally when put in book form."

Mr. Overton believes that the life of the bound novel is becoming shorter. "In the effort to turn over their stock at least four times a year—a pathetically humble ambition—booksellers naturally display new fiction for three months. Then, unless it be in constant demand, it goes under the counter. Even a best seller may be undisplayed after three months. The bookseller must sell what he can of still newer books and let the older ones sell themselves." The bookseller who has studied turnover may not find in Mr. Overton's picture an accurate interpretation.

"In the judgment of many qualified by experience, there are disheartening factors in the book position. Blame for these is batted back and forth annually between booksellers and publishers, with the authors impartially blaming both. . . .

"The author is wise who publishes only one book a year, who does not collect short stories in book form, never digs up an earlier or inferior book, and never harasses booksellers about his own books."

This valuable volume should be added to the shelf of books on publishing which may include:

"The Business of Writing," by Holiday & Van Rensselaer. *Doran*, 1922.

"A Publisher's Confession," by Walter Hines Page. *Doubleday*, 1905 and 1923.

"The Publisher," by Robert Sterling Yard. *Houghton*, 1913.

"Book Publishing and Its Present Tendencies," by George P. Brett in *Atlantic Monthly*.

"Publishing as a Vocation," by George H. Doran in the *Bookman*, May, 1924.

"The Reading Public," by MacGregor Jenkins. *Houghton*, 1912.

"The Building of a Book," by F. H. Hitchcock. *Grafton Press*, 1906.

"An Outline of Copyright Law," by Richard C. De Wolf. *Luce & Co.*, 1925.

"The Truth About Publishing," by Stanley Unwin in fall of 1926.

"The Memories of a Publisher," 1865-1915, by George Haven Putnam. *Putnam*, 1915.

Helping the Public to Think About Books

THE *Atlantic's Bookshelf*, a monthly reprint of the book advertising pages of the *Atlantic Monthly*, which has done so much for booktrade progress by printing its monthly articles on trade affairs, publishes as its June article one by Daniel C. Longwell of Doubleday, Page & Company on "Helping the Public to Think About Books," in which he takes up the question of the publisher's problem in reaching out for new markets. In outlining the publisher's problems, Mr. Longwell presents much information that will be of general interest to the trade.

One of the most costly gambles that a publisher makes is his advertising, says the article in brief. It absorbs about ten per cent of the average publisher's gross income. This appropriation covers many types of advertising, including brochures that not only announce the publication of a book but have as their final purpose the desire to have two per cent to four per cent of the people who read them sign the coupon and order the book. These circulars are more elaborate in sales talk and illustration than the announcements of new books in the magazines and newspapers.

Advertising will not make a best seller out of a book that ought not to be a best seller. The most famous failures in the publishing business of America have been due to overdependence upon advertising. Generally publishers follow the wise rule of first announcing a book, and then, if it sells without advertising, to advertise to increase the sale.

Publishers spend from \$1,500,000 to \$2,000,000 a year to promote the sale of books in bookstores, and the same books, because of their news interest, receive \$4,000,000 to \$6,000,000 of newspaper and magazine space in the form of reviews.

There are supposed to be some 3,000 bookstores in the country. Most publishers deal with about 1,500 and sell the bulk of their output thru about 500 stores that are centered around the large centers of population. About forty per cent of the average publisher's output is taken by the four largest markets, New York, Chicago, Boston and Philadelphia. According to one publisher's record, only 750 stores stock what is probably the best selling book of last year. Because of the insufficiency of outlet, the mail-order advertiser reaches

out wherever magazines will go. As long as a fraction of one per cent of the people who see his advertisement order the book he can advertise in the magazines of largest circulation and repeat advertisements until he has gleaned all the buyers that will answer that particular copy. One special advertisement of "The Book of Etiquette" ran in \$39,000 worth of space before its appeal waned.

This appeal, bringing in a fraction of one per cent return, soon creates a huge mailing list of people who buy books by mail. These names are listed, tested and then circularized on all the various propositions a mail-order house offers. Only two to four per cent of the people thus approached will buy the books in answer to the circular, so in order to build a profitable business, mail-order promotion must reach out to an enormous number of people, which sometimes involves sending out as many as 4,000,000 or 5,000,000 pieces of mail a year. Figures in direct mail selling are very large in comparison with other methods of book exploitation. \$1,000,000 was spent in advertising "The Book of Etiquette." A recent circularizing effort cost, in all, slightly over \$25,000.

Mail-order selling builds up demands in the bookstore. The mail-order Kipling campaign instead of decreasing bookstore sales increased them. The final result was that Mr. Kipling's royalty last year was the second largest he has received in twenty-five years.

When 400,000 people send in twenty-five cents each to buy a "Reading Guide to Books," as they did last year, it establishes the fact that there is a vast public that wants to know what books to read.

It is well to remember that there is never a mail-order advertisement that a bookstore cannot beat in its own window out of the materials in its own shop. Wherever bookstores have gone into competition with mail-order advertisers with window displays and circulars, they have found that mail-order advertisers are not competitors but rather allies.

The big factor in selling books, after all, is the bookseller, who is actually in touch with book buyers, and the observations made in this article are set down in

the hope of explaining to booksellers with some clarity certain aspects of what others are doing to help the public to think about books.

A Church Gives a Party

THE Park Avenue Church of Kenosha, Wis., of which Edward Burns Martin is pastor, held, on May 2nd, in lieu of the usual reading circle and League service, a unique and entertaining "Book Party." Shortly before the date bright orange cards were sent out which read:

"You are on our guest list of two hundred for a unique Luncheon and Book Party Sunday evening, May second, next, at five thirty o'clock. We are eager to have you join us in the food, faith and frolic. There are no requirements except—good wit, good cheer and a quarter for the chef!"

On arriving, each person was given a program and two cards on one of which was the verse, "The half of knowledge is to know where to find knowledge." On the other he was to indicate his name and address, his two favorite books, (excluding the Bible), his three favorite authors and two books which he had read during the last year and which he'd recommend to fellow readers. After a luncheon which was served at the very reasonable price of twenty-five cents, a program was given which included four-minute formal reviews of the following books, each book reviewed by a different person:

"The Girl's Every-day Book"

"The Blue Window"

"A Faggot of Torches"

"Finding the Trail of Life"

"The Portraits of Jesus Christ"

"On the Mark"

"The Rover"

"Color"

"The Hidden Years"

In addition the two books, "When I Was a Boy in Armenia" and "Temple Bells and Silver Sails, a Story," were reviewed by guests in costume.

Have You Tried This?

Practical Business Hints From Other Bookshops

One dollar paid for each contribution found suitable for this page. They should be briefly stated and practical.

Making a Rental Library Advertise—and Pay

A. J. BROWN, of Claremont, Calif., recognized in books an advertising opportunity, and purely as an advertising scheme he installed a rental library in his Claremont Variety Store. But the tables were turned on him. Advertisements are generally expensive—quite expensive—but this fiction library proved itself a profitable proposition, both in fulfilling its advertising duties and as a library.

For the year 1925, the county library reported 4,300 volumes with a circulation of 19,210; the Carnegie College Library, with about 54,000 volumes, reports a circulation of 19,281; and Mr. Brown's library with 600 volumes had a circulation of 16,800.

Mr. Brown describes his venture in the *Claremont Courier*:

"Our library started early in 1922 with fifteen volumes of the latest fiction purchased from The Los Angeles News Company. It proved a popular enterprise, and at the end of the first month we had forty-five books. Advertising in the local papers, giving titles and authors, brought increased patronage, and in January, 1926, we had some six hundred books with an average circulation of fifty or sixty per day.

"We use two methods of advertising. First, the lists published in the local papers, and, secondly, window displays. This consists of a banner reading, 'All the latest fiction for rent,' under which are pasted the front covers of the latest fiction."

Mr. Brown has built his library on the original investment of 45 volumes from the Los Angeles News Co. Since the first month the rental money received has cov-

ered the cost of all new books, which average from 10 to 15 per month.

In 1925 95% of the new books had good circulation and the 50% which did not, showed a gratifying rental when attention was called to them by placing them on a table by themselves.

It pays to advertise, especially when the advertising pays, and pays and pays, as this Claremont rental library is doing.

Conducting a Prize Contest Increases Sales

A SURE fire method of increasing the sales of a popular novel is to conduct a prize contest among the high school classes in your city for the best review of that book. Interest in the book will be aroused by the contest and the students will buy it as the necessary basis of their work on it.

GEORGE B. DEERY,
Tecumseh, Mich.

How to Increase Summer Sales

JUNE, July, August, even September are only synonyms for exodus to the country, to the seashore, to the mountains. What is the bookseller to do? He can't very well pack his stock and pursue his customers, nor can he charter a Parnassus on Wheels. Yet unless he does something of this kind he will be sadly minus a number of sales. One way to meet this is to file his customers' names and addresses and send them regularly thruout the summer attractive notes about new publications with the request that he be allowed to mail any books to them that they might care to have. This will not only keep up his sales during the summer but will better acquaint the customer with him and his bookstore for the winter months when he returns from his vacation to the bookseller's locality.

Sesqui-Centennial Library Display

THE special Committee on Book Exhibition for the American Library Association, ably led by Joseph L. Wheeler of the Youngstown Public Library, is completing its plans for the opening of the Philadelphia Sesqui-Centennial Exhibition. The space allotted to the A. L. A. is in the Education Building, 80 x 28 feet, and it has been carefully allotted to the different interests, so that as many phases of library service as possible are shown. Among the more conspicuous features will be the immense electric map of the California Library system and another of the Cleveland Public Library system, a Dodge book truck, a Chinese book cart, a printing press in action, and a bindery, a model children's room, demonstrations of the importance of books in hospitals, for the use of the blind, an exhibit of 2,000 books out of the new A. L. A. Catalog of 10,000 books.

The American Library Association has sent from headquarters an invitation to publishers to supply, if they will, copies of such books of theirs as have been selected for the two model exhibits, 500 books selected from the model children's books and 2,000 books selected from the new A. L. A. Catalog of 1926. This important catalog, which appeared in its first edition in 1904, will be an important guide to buying for libraries and for individuals as well,

Broadcasting in Britain

IN some ways broadcasting is a simpler matter in Great Britain than in the United States, as all broadcasting there is controlled by the BBC or the British Broadcasting Co., which has, therefore, all the dealings with authors and composers. Judging by the experience of some, even this simplicity does not make for complete harmony between the ideas of the authors and the broadcasters.

One of the Broadcasting Co.'s plans is that, if it pays a fee to the author, it does not mention the author's name, his works or the publisher, but, "if the author will let us do it for nothing, we will announce to our thousand million book buying listeners where the work is to be bought."

"Would an editor ask Thomas Hardy," says A. A. Milne in *The Author*, "for a

poem on the ground that it was a good advertisement for him? Or does a theater manager tell a young dramatist that he cannot expect royalty on his first play, as it will undoubtedly help sell his second?"

"But BBC is obsessed by the thought of advertisement," continues Mr. Milne. "Publicity might never have been heard of until BBC was born. After all, if BBC says to the author, 'I shan't pay you because I am helping your books sell,' why on earth shouldn't the book publisher say to the author, 'And I shan't pay you because I am helping you get taken up by BBC?'"

Mr. Milne was offered two guineas to read one act from his own play, five guineas to read at a children's hour, and fifty pounds if he would write a one-act play especially for broadcasting purposes.

Record of American Book Production, May 1926*

CLASSIFICATION	New Publications			By Origin			
	New Books	New Editions	Pamphlets	English And other Foreign Authors			Total
				American Authors	American Manufacture	Imported	
Philosophy	30	4	2	25	4	7	36
Religion	80	5	4	69	2	18	89
Sociology	35	1	13	36	5	8	49
Law	7	1	1	9	—	—	9
Education	27	3	10	39	—	1	40
Philology	10	9	3	5	7	10	22
Science	30	13	19	53	—	9	62
Technical Books ..	26	6	8	31	—	9	40
Medicine	15	5	6	18	—	8	26
Agriculture	4	—	24	28	—	—	28
Domestic Economy	6	2	1	8	—	1	9
Business	23	2	10	33	1	1	35
Fine Arts	18	—	7	18	—	7	25
Music	5	—	2	7	—	—	7
Games	11	2	6	17	1	1	19
General Literature	48	5	2	37	5	13	55
Poetry-Drama	44	9	25	67	6	5	78
Fiction	97	53	1	101	43	7	151
Juvenile	40	5	2	41	4	2	47
History	54	4	9	49	2	16	67
Geography	32	5	8	28	4	13	45
Biography	38	5	2	28	7	10	45
Miscellaneous	3	5	1	9	—	—	9
	683	144	166	756	91	146	993

* In May, 1925, 622 new books, 191 new editions, 122 pamphlets, a total of 935, were recorded.

In the Book Market

MINTON, Balch & Company are announcing that, because of the objection of E. P. Dutton & Company, publishers of "When We Were Very Young," they are changing the jacket, the title-page, and the cover of "When We Were Rather Older," the parody of the Milne book by Fairfax Downey and Jefferson Machamer. These changes will be incorporated in all future printings of the book. Dealers having stock of the earlier printings of "When We Were Rather Older" will be supplied, on request, with new jackets.



A biography could scarcely have appeared at a more appropriate time than Fitzhugh Green's "Peary" (Putnam). This life of the discoverer of the North Pole should be added to the list of "Books on the Arctic" mentioned in last week's issue of the *Publishers' Weekly* as well as Earl Rossman's "Black Sunlight," an Oxford University Press publication, whose author is a member of the Wilkins Arctic Expedition. Mr. Rossman's book records his impressions of his first trip to the Arctic.

Daniel Carter Beard, National Boy Scout Commissioner of America, has been awarded the Gold Medal of Honor for distinguished service to the American people in the leadership of youth and the development of American character. No small part of this has come thru his contributions to the literature of wood-craft, in the form of the numerous books which he has written on outdoor life for boys, "American Boys Book of Camp Lore and Wood-craft," "American Boys Book of Wild Animals" (both Lippincott.)

In addition to receiving the Gold Medal of Honor, he was, at the annual Convention of Boy Scouts, decorated by President Coolidge with the Order of the Silver Buffalo. Sir Robert Baden-Powell, who was in Washington at the Convention, was likewise decorated. Sir Robert is also an

author of distinction, and publishes his books on this side of the water, under the Lippincott imprint.

"A Dictionary of European Literature—Designed as a Companion to English Studies" by Laurie Magnus, M.A., has been published by E. P. Dutton Company. With the exception of a number of Ancients who

have been wisely added, the period covered by the author extends from the twelfth to the twentieth century. The material comprises general articles on movements or topics continuous thru several centuries and countries; concise surveys of the literary history of the chief countries; critical and biographical accounts, with a minimum of bibliography of major and minor writers; and definitions of such literary terms as the student or general reader is likely to encounter. Considering the vastness of the subjects the book is of a handy size, containing 555 pages. It sells for \$10.

"The Desk Reference Book" by William Dana Orcutt, a revised and greatly enlarged edition of "The Writer's Desk Book" has been issued by Frederick Stokes and Co. Mr. Orcutt was for many years the head of the University Press and is now associated with the Plimpton Press as typographical expert. He is therefore in a position to write knowingly of such matters as his book treats, "Relations of the Author to the Publisher," "The Copyright," "Relations of the Short-story Writer to the Magazines," "Mechanics of the Book," "Making the Index," "Postal Regulations" and chapters on punctuation and typographic form. . . . The Oxford Press has just issued a bible for Masons, known as "The Oxford Bible for Masons," bound in three styles, blue cloth, boards, round corners and blue edges \$2.25, blue moroccoette, limp, round corners, gold edges, \$3.25 and blue French morocco leather, overlapping covers, round corners, blue under gold edges at \$4.25. There is

a Masonic concordance, an article on "The Bible and Masonry" by Rev. Joseph Fort Newton as well as "A Mason's Charge" by him, "Symbolic Presentation Pages," twelve colored maps of Bible lands and eighteen full-page illustrations.

Private Agencies for Law Enforcement

AN editorial in a current number of *Law Notes* gives a valuable summing up from the legal aspects of work of The Watch and Ward Society and The New York Society for the Suppression of Vice.

"The United States District Court in Massachusetts recently ruled that while it is the right of any private citizen to make complaint of any violation of law coming to his knowledge, it is unlawful for any individual or association of individuals to threaten prosecution if the person threatened does not cease from certain acts. The distinction is perfectly clear; if information is laid, the matter is tried in court and settled by due course of law one way or the other. But if, as in the Massachusetts case, an organization threatens to prosecute a bookseller if he continues to sell a certain magazine, the bookseller will not, for the sake of the few dollars to be made from the sale of that magazine, risk the expense and inconvenience of a prosecution. So a private censorship wholly outside the law is set up which is just as effective as a legal censorship unless some one has the spirit to go to an expense far exceeding any profit that may be gained in order to assert his legal rights. This is the situation which almost inevitably arises in the activities of private associations devoted to legalized 'morality.' For one actual crime which they bring into court, they enforce by threat of prosecution obedience to a dozen extra-legal decisions of their own. Private organizations for the enforcement of law belong to crude and unorganized states. They have no place in modern civilization. What is more, they would not exist except for the fact that they provide paying jobs. The active agent is always well paid for his activities, and naturally so conducts them as to please the little minority of zealots who pay his

salary. This constitutes a palpable intrusion into the affairs of government, individuals assuming for pay the duties pertaining to public officers, and holding themselves responsible not to the public but to a private clique. Whatever evils result from the acts of our official servants we have the power to correct on almost any election day, but this form of 'invisible empire' is beyond the reach of the ballot box. It should be made a criminal offense for any person to engage for pay in any form of law enforcement, for the reason that it is public business to be conducted by men chosen by the public and responsible to them."

The New Population Statistics

THE Census Bureau has just issued new figures on the population of cities, forecasting the population for July, 1926. This puts New York City at 5,924,000, while Chicago in round numbers is 3,000,000, Philadelphia 2,000,000 and Detroit 1,290,000.

As the large cities are in natural trading centers for books, the figures are always watched with interest by publishers. No one city shows any startling rate of increase over 1920, but in the 13 cities over 500,000; Washington and Cleveland have increased in percentage more rapidly than any others of the class. The rate of Detroit has slowed down. Boston's figure is always unexpectedly low, as her chief population growth is in her suburbs. Within 10 miles of the city center there is a population of 1,750,000. This is part of the reason for the size of the book outlet in Boston as compared to cities like Baltimore or St. Louis.

There are 20 cities between 100,000 and 500,000, 4 having passed into this class within the last 6 years. Two of these, Texas cities, are San Antonio and Dallas. Among cities of rapid growth in this group are Minneapolis, Kansas City, Toledo, Columbus, Providence, and Oakland. Such increases ought to forecast larger book outlets in those centers.

There are about 250 cities that had more than 30,000 population in 1920, and some of these have not yet got the type of book outlets that they deserve.

Still Much Alive

ABOUT 1,500 men and women filled the Wanamaker auditorium last month on the occasion of the cross word puzzle contest, showing more enthusiasm over this subject than has been evinced since a similar tournament was held in September, 1924, when the cross word puzzle epidemic was reaching its height. The vitality of this subject is surprising everyone, and the number of contestants showed that people were keeping up steadily the habit of solving puzzles.

Ruth Franc Von Phul of Syracuse successfully defended her title as cross word puzzle champion of the world, filling in 106 horizontal and vertical words on a mammoth board in five minutes thirty-four and one-half seconds without an error. She received the *Herald Tribune* cup, and the ten winners of the elimination contest received medals and copies of the Fifth Series of Simon & Schuster's Cross Word Puzzle Books, reviewed by F. P. A. in the *World*:

Hooray! Hooray! Hooray! Hooray!
The Cross Word Puzzle Book is out today.

The contest was the joint result of the work of the *Herald Tribune* and Simon & Schuster. Inquiry at the Simon & Schuster office reveals that their record for Cross Word Puzzle Books had passed the 1,000,000 mark, that demands for the first three volumes were steadily going on and that the fourth and fifth volumes printed within the year have required printings of 10,000 copies at the start.

Trade Association Progress

AT the fourth annual meeting of the Chamber of Commerce of the United States this month, the relation of business to government and to public policy was much discussed. The changes and developments in this situation were summarized by Secretary Hoover and other national leaders. There is an undoubted tendency to encourage self-government in business and less distrust than formerly of big business.

"Both government and business," said Julius H. Barnes, "in the main, strive to be honest in conduct, intelligent in under-

standing, sympathetic in cooperation."

"The trade association," said the president of the National Chamber of Commerce, John W. O'Leary, has little reason today to transgress either the spirit or the letter of the law. On the other hand, the scope of the trade association has been so well defined that it makes me believe the trade association is still in its infancy and will grow to be one of the greatest factors in the self-regulation of business."

We Can Learn From France

"FRANCE'S ways in pure typography are not our ways," said Henry Lewis Bullen in an address before the American Institute of Graphic Arts. "Our ways are those of the older France of Tory, Colines, Tournes. It is in France that books are not classed as fine books unless adorned by artists. In typography co-ordinated with engraving processes France in its better work stands upon an eminence apart from all other countries. France is not a worshiper of 'period' art, even if the 'period' was French. 'Period' art is, of course, imitative; and France has the habit of originating periods, not reverting to them. And France today is glorifying all methods of photo-mechanical engraving. *She is taking the mechanics out of process engraving.* She is not allowing wood engraving to be a lost art. This is the lesson to be learned from the French exhibits. Look at Schmied's color work, done on wood. There is an artist for you. He designs, he paints, he engraves, he mixes his colors, he has a velvety black that is a revelation of what a black ought to be, he uses types and lettering that have to speak up boldly to keep pace with his marvelous color effects. Schmied, to my mind, is the greatest living exponent of the arts of the book. He is a greater Will Bradley in that he is unafraid of his types. He also is master of design and color. Look also at the charming, delicate aquarelles, and the enchanting color process work, made thru screens, with added superprintings and stencillings. Look at the books from Draeger Frères of Paris for commercial printing that has extraordinary merit. France is celebrated for more than one kind of model. We have a tremendous lot to learn from France."

Changes in Price

CHARLES SCRIBNER'S SONS

Maurice Hewlett, "A Lover's Tale," from \$2.00 to \$2.50.
 Maurice Hewlett, "Bendish," from \$2.00 to \$2.50.
 Maurice Hewlett, "Lore of Prosperine," from \$2.00 to \$2.50.
 Maurice Hewlett, "The Song of Renny," from \$2.00 to \$2.50.
 Maurice Hewlett, "Brazenhead the Great," from \$2.00 to \$2.50.
 Maurice Hewlett, "Rest Harrow," from \$2.00 to \$2.50.
 Maurice Hewlett, "New Canterbury Tales," from \$2.00 to \$2.50.
 Maurice Hewlett, "The Forest Lovers," from \$2.00 to \$2.50.
 Maurice Hewlett, "Little Novels of Italy," from \$2.00 to \$2.50.
 Maurice Hewlett, "The Fool Errant," from \$2.00 to \$2.50.
 Maurice Hewlett, "The Agonists," from \$1.75 to \$2.00.
 H. T. Finck, "Success in Music and How It Is Won," from \$2.00 to \$2.50.
 Nicholas Murray Butler, "The International Mind," from \$1.25 to \$1.50.
 Thomas Boyd, "Through the Wheat," from \$1.75 to \$2.00.

Obituary Note

PERCEVAL GIBBON

PERCEVAL GIBBON, well-known English writer and journalist, after taking suddenly ill on the Island of Guernsey on Saturday, May 29th, died the following day. He was forty-six years old. Born in Trelech, Carmarthenshire, on November 4, 1789, the eldest son of the Rev. J. Morgan Gibbon, he was educated in the Moravian School, Königsfeld, Baden, Germany. He was formerly in the merchant service on British, French and American ships and during the war was correspondent and journalist and traveled in South, Central and East Africa, America and Europe before being made a major in the Royal Marines. He has published a volume of verse, "African Items," three novels, "Souls in Bondage," "Salvator," and "Margaret Harding," as well as several volumes of short stories including "The Second-Class Passenger" and "Those Who Smiled."

Communication

URGES DATES IN PUBLISHERS' CATALOGS

CLEVELAND PUBLIC LIBRARY

Editor, *Publishers' Weekly*:

A couple of book lists issued by a publisher have just come to our attention which have a detail which is so unusual and so agreeable that it seems only fair to express public appreciation of it. I refer to the "List of Books in Science and Mathematics" and the "List of Books

in English Language and Literature, Biography and Art" recently put out by Henry Holt & Co. The detail is the date of actual publication given for each title.

In works of non-fiction, the date is often important, especially in the fields of science and applied science. It is often helpful just in itself, and also as the key to book reviews. Hence in checking a publisher's list in which dates of actual publication are given, the labor of the librarian is very greatly lessened, time is saved, and chances of error in ordering books are much reduced.

I realize that to add the date of publication for each title increases the cost and trouble of preparing a catalog, and for that reason I feel that a special word of appreciation is due the publisher who sees his way clear to improve his catalog by including it.

LINDA A. EASTMAN,
 Librarian.

May 20, 1926.

Macy and the Business Bureau

THE break that has come between the New York Better Business Bureau and R. H. Macy & Co. because of the character of their advertising matter may, it was reported in the *Retail Ledger*, be pressed further. In accepting Macy's resignation, the president of the Better Business Bureau said, "The advertising practice complained of is one which should not be continued by a business holding a position such as that of Macy in the community. The Better Business Bureau endeavors to deal with all alike, irrespective of the size of the business. The Bureau is not concerned with prices at which stores sell goods or whether they are underselling others. The question is, is the store performing its published implied promises to the buying public?"

"Investigation by part of the shopping force employed by the Bureau reveals that Macy's announced policy is falling short of realization. In view of the above circumstances, so long as the firm continues such advertising claims and announces a policy which falls short of proper performance, the corporation is pursuing a practice which is quite out of harmony with the principles advocated by the Better Business Bureau."

Business Notes

ALBANY, N. Y.—Kimball Bros., dealers in old and new books, have moved from 46 to 50a Columbia Street.

BOSTON, MASS.—Herbert R. Burgess under the name of H. R. Burgess & Co. has opened a bookstore at 151 Newbury Street.

BROOKLYN, N. Y.—The Grey Music Store, 418 Knickerbocker Ave., was recently purchased by Otto H. Meyer, who will add a book department to the store.

BURLINGTON, VT.—Ye College Hill Book Shoppe and Tea Room, 343 S. Prospect St., has been opened by Livingstone de Lancey.

CALDWELL, N. J.—William N. Hasler has opened the Book and Stationery Store at 297 Bloomfield Ave.

CHICAGO, ILL.—The Navarre Book Store, 109 E. Ohio St., has opened and will deal in new, old and rare books.

CINCINNATI, OHIO.—The Hall N. Jackson Bookshop, at 719 Vine Street was, on May 4th, purchased jointly by the James Book Store Co. and William C. Smith of the Smith Book Company. No definite policy for the future has yet been arrived at but the present stock will be disposed of as swiftly as possible.

INDIANAPOLIS, IND.—John H. Chapman has opened a bookshop at 423 Massachusetts Ave.

KANKAKEE, ILL.—The Rondy Book Store, located at 244 E. Court St., has been taken over by Gelino Bros.' Dep't. Store, Schuyler Ave.

LANSING, MICH.—The Gift Shop, 216 S. Washington St. has been sold to J. E. Anderson of Saginaw, Mich., and will be conducted under the name of the J. E. Anderson Co.

NEW YORK CITY.—The Harcourt, Brace Bookshop, which was located at 4 West 43rd St., was discontinued on June first.

OKLAHOMA CITY, OKLA.—The assets of the Wigger Book Co., 128 West Main St., will be offered at public sale by the City Association of Credit Men on June 11th at 2 P. M.

PHILADELPHIA, PA.—The Locust Street Book Shop at 1507 Locust St. has been reorganized and hereafter will be conducted under the name of the Locust Book Shop, Inc.

PROVIDENCE, R. I.—The R. L. James Book Co. is now incorporated under the laws of the state of Rhode Island and has organized the following board of officers: President and treasurer, Richard L. James; vice-president, Harry S. Ahlborn; secretary, Rose Collingham; assistant secretary, Christine M. Lincoln; assistant treasurer, Hattie M. Sparks.

REYNOLDSVILLE, PA.—Isabel Arnold has closed Ye Gifte Shoppe at 476 Main Street.

RICHMOND HILL, L. I.—Richmond Hill Book Shop at 11717 Jamaica Ave. is no longer in business.

SAFETY HARBOR, FLA.—Ye Gift Shoppe Espiritu, Box 313, has added a small book department.

SARASOTA, FLA.—Rev. Duncan Thomas has opened a bookshop in the Edwards Theater Bldg.

SPRINGFIELD, MASS.—On June first the H. R. Huntting Co., Inc., booksellers and publishers, opened a rebinding plant with a capacity of 1500 volumes per week. The bindery is under the direct supervision of Charles Dunker, who for eight years has been superintendent and who has had twenty years' experience in bookbinding.

STROUDSBURG, PA.—Alice C. Simpson has opened Our Book Shop at 6 S. 7th St., which will have beside the bookshop a circulating library.

SYCAMORE, ILL.—The Mary-Ruth Book and Gift Shop is a new store at 309 State Street.

TAMPA, FLA.—Al. Simerman has opened a gift and bookshop at 1012 Franklin St.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in bracket, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Adams, John

The Christian good of Scotland. 223p. D (Scottish layman's lib.) '26 [N. Y., Scribner] \$2

Allen, Robert Francis, and Harvey, Emma Bates

The mastery of English, bks. 1 & 2. 449p.; 439p. il. D '25 c. Phil., Winston \$1.48 ea.

Anderson, Lou Eastwood

Tennis for women; with special reference to the training of teachers. 150p. il. diagrs. D c. N. Y., A. S. Barnes \$1.60

Bailey, Carolyn Sherwin

The wonderful window, and other stories. no p. il. (pt. col.) F (Cokesbury character ser. for boys and girls) [c.'26] Nashville, Tenn., Cokesbury Press \$1.75

Baldwin, Dorothy Arno

The May party mystery, and other stories. no p. il. (pt. col.) F (Cokesbury character ser. for boys and girls) [c.'26] Nashville, Tenn., Cokesbury Press \$1.75

Bauer, Louis Hopewell

Aviation medicine. 225p. (23p. bibl.) il. diagrs. O '26 Balt., Williams & Wilkins \$7.50

Baxter, Daniel Minort, D.D.

Back to Methodism. 205p. front. (por.) D [c.'26] Phil., A. M. E. Bk. Concern, 631 Pine St. \$1.50

Bense, J. F.

Anglo-Dutch relations, from the earliest times to the death of William the Third;

being an historical introduction to a dictionary of the Low Dutch element in the English vocabulary. 314p. maps O '25 N. Y., Oxford \$5.50

Berkeley, William Nathaniel, M.D.

The principles and practice of endocrine medicine. 368p. il. (pt. col.) O '26 Phil., Lea & Febiger \$4.50

Blasco Ibáñez, Vicente

The torrent. various p. D '26 N. Y., Burt 75 c.

Bolitho, William, pseud. [William B. Ryall]

Italy under Mussolini. 129p. O c. N. Y., Macmillan \$2

The material in this book appeared in the *World* during December, 1925, as a series of articles which that newspaper specially commissioned Bolitho to write on Fascism.

Boodle, Adelaide A. [The Gamekeeper]

R. L. S. and his sine qua non; flashlights from Skerryvore. 178p. front. (por.) D '26 c. '99, '26 N. Y., Scribner bds. \$1.50
Reminiscences about Stevenson and his wife—his "sine qua non," written by one whom they called The Gamekeeper because of her devotion to their pets and poultry.

Brisbane, Mrs. Margaret Hunt

Poems. 200p. front. (por.) O [c.'25] Bost., Badger \$2

Building superintendence and estimating.

various p. diagrs. O (Internat'l lib. of technology, no. 454) '26 c. '99-'08 Scranton, Pa., Internat'l textbk. Co. \$3.75

Augustine, Charles Edward, and others

Value of bituminous coal and coke for generating steam in a low-pressure cast-iron boiler. 49p. il. diagrs. O (Technical pap. 367) '25 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10 c.
Bible reader's companion, The. [3rd ed.] 68p. (bibl. footnotes) il. D '25 c. '22 N. Y., Oxford pap. 50 c.
Bible treasure chest (The); treasure trove for seekers after Bible truth. 64p. il. S [c.'25] N. Y., Oxford pap. 25 c.
Brosius, Nancy Bancroft

Sue 'em; the first radio play printed in America.

29p. D [c.'25] N. Y., Brentano's

pag. 50 c. [corrected price]

Browning, W. C.

How to study the Apocalypse, or, Reason in Bible interpretation. 85p. D '25 c. Knoxville, Tenn., Knoxville Pr. & Pub. Co. pap. 75 c.

Burrell, George Arthur, and Seibert, Frank Meyers

Sampling and examination of mine gases and natural gas; rev. by G. W. Jones. 115p. il. diagrs. O (U. S. Bur. of Mines bull. 197) '26 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 25 c.

Cameron, Margaret

John Dover. various p. D (Copyright fiction) '26 N. Y., Burt 75 c.

Carlton, Mabel Mason, and Carlton, Henry Fisk

The spirit of independence; a patriotic pageant. 142p. il. diagrs. D [c.'26] N. Y., Scribner 80 c.

Designed for indoor production by children of grammar-school age.

The story of the Declaration of Independence. 113p. il. D [c.'26] N. Y., Scribner 72 c.

Chapman, Herman Haupt

Forest finance. 365p. diagrs. O c. New Haven, Conn., Author \$4.50

By the Harriman professor of forest management, Yale University. The book supercedes his "Forest Valuation," published in 1914.

Charles, Heinrich

The romance of the name America. 184p. S [c.'26] N. Y., Author, 116 Nassau St. \$2
Tracing the history of the name "America" from the time it was coined by Mathias Ringman who suggested it as the name for the New World in his book "Introduction to Cosmography" published in 1507.

Chateaubriand, François René de

Atala and René; ed. by Caroline Stewart. 200p. il., map D (Oxford French ser. by Amer. scholars) '26 N. Y., Oxford \$1

Clemens, A. B., ed.

Science for mechanical engineers. various p. diagrs. O (Internat'l lib. of technology, no. 452) '26 c.'06 Scranton, Pa., Internat'l Text-book Co. \$4

Coursey, Oscar William

Beautiful Black Hills. 263p. il. D [c.'26] Mitchell, S. D., Education Supply Co. \$1.35
A treatise on the Black Hills of South Dakota giving something of their geology, geography, history, scenery, etc.

Cummer, Clyde Lottridge, M.D.

A manual of clinical laboratory methods; 2nd ed. rev. 544p. (12p. bibl.) il. (pt. col.) diagrs. O '26 Phil., Lea & Febiger \$6.50

D'Ooge, Benjamin Leonard, and Roehm, Dorothy M.

Junior Latin lessons, bk. I. various p. il. (pt. col.) maps (col.) D [c.'26] Bost., Ginn \$1.36

[Dostoevsky, Anna Gregorevna]

Dostoevsky portrayed by his wife; the diary and reminiscences of Mme. Dostoevsky, tr. and ed. by S. S. Koteliensky. 286p. il. O '26 N. Y., Dutton \$4.25

The personal side of Dostoevsky as revealed by his second wife. The book also contains a miscellaneous collection of papers bearing upon his relations with Turgenev, Mlle. Souslov, and with Strakhov.

Douglass, Vincent

The optimist; a cheerful comedy in three acts. 83p. D (French's acting ed., no. 2136) c.'26 N. Y., French pap. 75 c.

The partners; a play in three periods. 88p. D (French's acting ed. no. 2116) c.'26 N. Y., French pap. 75 c.

Dunsany, Lord

Alexander and three small plays. 204p. Q c. N. Y., Putnam bds. \$1.75

The plays in this collection are "Alexander," "The Old King's Tale," "The Evil Kettle" and "The Amusements of Khan Kharada."

Durant, William James

The story of philosophy. 590p. (bibl. foot-notes) il. O c. N. Y., Simon & Schuster \$5

The lives and opinions of the greater philosophers by the author of "Philosophy and the Social Problems."

Eastman, Mary Huse

Index to fairy tales, myths and legends; 2nd ed. rev. and enl. 619p. O c. Bost., F. W. Faxon \$6

Eddison, E. R.

The worm Ouroboros; a romance. 458p. il. O c. N. Y., A. & C. Boni \$3

Telling of the wars between two great kingdoms on the planet Mercury.

Edgerton, Franklin, ed. and tr.

Vikrama's adventures; 2v. 372p; 383p. O (Harvard oriental ser., v. 26 & 27) [c.'26] Cambridge, Mass., Harvard Univ. Press buck. \$10

Ellerbe, Rose Lucill

Ropes of sand. 395p. D '25, c.'26 Hollywood, Cal., D. G. Fischer Corp. \$2.50

A romantic story of California in the 1830's, when a colorful mixture of races comprised the population.

Emery, Steuart M.

The mantle of masquerade. 297p. D [c.'26] N. Y., Dutton \$2

Laughter, love and mystery in this tale of a theatrical troupe who masquerade as servants in the mansion of a wealthy old eccentric.

Fairchild, Fred Rogers, and others

Elementary economics, 2v. 586p.; 674p. (bibls.) diagrs. O '26 c.'24-'26 N. Y., Macmillan \$3 ea.

Foerster, Norman

Recent American poetry and prose; a book of readings, 1855-1916: Walt Whitman to Carl Sandburg. various p. O [c.'25] Bost., Houghton \$2.50

This book is a reprint of the recent American literature contained in the author's "American Poetry and Prose" published last year. The only change is in the Bibliographical Foreword to the notes which has been rewritten.

Carpenter, Thorne M.

Human metabolism with enemata of alcohol, dextrose, and levulose. 201p. diagrs. O '26 Wash., D. C., Carnegie Inst. \$2.25

Chemistry and manufacture of writing and printing inks. 105p. (bibl.) '26 N. Y., N. Y. Public Library pap. 75 c.

Clement, Nemours H.

The influence of the Arthurian romances on the

five books of Rabelais. various p. (3p. bibl.) O (Univ. of Cal. pub'ns in modern philology; v. 12, no. 3) '26 Berkeley, Cal., Univ. of Cal. Press pap. \$1.25

Dunn, William Edward

Peru: a commercial and industrial handbook. 538p. il. maps O (Trade promotion ser., no. 25) '25 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. \$1.25

Freeman, Richard Austin

The red thumb mark. various p. D (Copyright fiction) '26 N. Y., Burt 75 c.

Friel, Arthur Olney

Cat-o'-mountain. various p. D (Copyright fiction) '26 N. Y., Burt 75 c.

Gairdner, W. H. T.

The phonetics of Arabic. 108p. il. O (Amer. Univ. at Cairo, oriental studies) '25 N. Y., Oxford \$2.50

Gamble, Sidney Gompertz

A practical treatise on outbreaks of fire. 555p. il. O [c.'26] Phil., Lippincott \$12

Gates, Granville, and Gates, Anne Williams

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Gluck, Sinclair

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Relating the experiences of a young man who becomes involved with a group of bandits in a great metropolis.

Graham, Dorothy

Through the moon door. 351p. il. O c. N. Y., J. H. Sears \$5
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Graham, Lieut. Col. W. A.

The story of the little Big Horn. 199p. il. maps O [c.'26] N. Y., Century \$2.50
A graphic recital of the tragedy of 1876—Custer's last fight—when 225 white men were annihilated by 5,000 Sioux warriors.

Grove, Harriet Pyne

Ann and the jolly six. 230p. front. D (Ann Sterling ser.) [c.'26] N. Y., Burt 60 c.
About a summer vacation in Montana.

Gwynn, Aubrey

Roman education from Cicero to Quintilian. 260p. O '26 N. Y., Oxford \$3.50

Hanshew, Mary E., and Hanshew, Thomas W.

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Hearn, Lafcadio

Editorials; ed. by Charles Woodward Hutson. 376p. O c. Bost., Houghton \$3
A compilation of unpublished articles collected mainly from the New Orleans newspapers of the eighties.

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In Himalayan Tibet. 283p. il. map O [c.'26] Phil., Lippincott \$6
A record of twelve years spent in the topsy-turvy land of lesser Tibet, with a description of the cheery folk, their ways and religion, etc.

Hemingway, Ernest

The torrents of spring. 143p. D c. N. Y., Scribner \$1.50
The author himself describes this satire as "a romantic novel in honor of the passing of a great race." The race to which he refers being the present-day group of writers noted for vague, impressionistic writing.

Hogan, Louise E.

How to feed children; a manual for mothers, nurses and physicians; 11th ed. rev. 263p. il. D '26 c. '96-'26 N. Y., Hogan-Paulus Corp. \$1.50
Originally published by Lippincott.

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The golden ladder. various p. D (Copyright fiction) '26 N. Y., Burt 75 c.

Hutton, Edward

The story of Ravenna. 335p. il. maps. S (Mediaeval town ser.) '26 N. Y., Dutton \$2
First published in 1913, but revised this year for inclusion in this series.

Irving, Washington

Washington Irving diary: Spain 1828-1829; ed. by Clara Louisa Penney. 160p. il. map S (Hispanic notes and monographs; catalogue ser.) c. N. Y., Hispanic Society of America \$2
The diary kept by Irving while writing "The Conquest of Granada." Edited from the manuscript in the library of the Hispanic Society.

Johnson, Charles Beneulyn, M.D.

Sixty years in medical harness, or the story of a long medical life. 345p. il. O (Lib. of medical history) c. N. Y., Medical Life Press, 12 Nathan Davis Pl. buck \$3
A narrative of the experiences and observations of an everyday country doctor.

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Many a way for Memorial Day; a collection of recitations, quotations, etc. 192p. D (Many-a-way ser.) c. Bost., W. H. Baker pap. 60 c.

Flores, Angel

Spanish literature in English translation; a bibliographical syllabus; introd. by Edward Everett Hale, jr. 82p. D '26 N. Y., H. W. Wilson pap. apply

Freeman, Carolyn R., and others

The kiddies' Christmas book. 92p. S c. '25 Syracuse, N. Y., W. N. Bugbee Co. pap. 40 c.

Fritz, J. H. C.

The greatest need of our country. 16p. T '26 St. Louis, Mo., Concordia Pub. House pap. 5 c.

Groesbeck, Edward Center

Metallographic etching reagents; 3, for alloy steels. various p. (2p. bibl.) il. diagrs. Q (U. S. Bur. of

Standards, scientific paps., no. 518) '25 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 25 c.

Halifax, Viscount

Catholic reunion; a paper, together with an account of the last days of Cardinal Mercier and some appreciations. 39p. O ['26] Milwaukee, Morehouse Pub. Co. pap. 60 c.

Hartsough, Mildred Lucile

The Twin Cities as a metropolitan market; a regional study of the economic development of Minneapolis and St. Paul. 236p. (9p. bibl.) map O (Research pub's of the Univ. of Minn; studies in the social sciences, no. 18) '25 c. Minneapolis, Univ. of Minn. pap. \$2

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Foreign combinations to control prices of raw materials. 34p. O (Trade information bull. no. 385) '26 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10 c.

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Lives of the English poets; 2v. 412p.; 399p. S (Everyman's lib. no. 770, 771) [n. d.] N. Y., Dutton 80 c ea.

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The great English strike; its three lessons. 10p. O c. Garden City, N. Y., Doubleday pap. apply

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Old and Rare Books



Edited by Frederick M. Hopkins

THE earliest date of printing at Havana given by Cotton is 1787. In a forthcoming sale at Sotheby's in London is an unique book, "Exercicio de la via Crucis Compuesto por el M. R. P. F. Manuel de Santa Maria," bearing the date of 1756.

THE current catalog of the Brick Row Book Shop, Inc., of this city, includes 341 lots of rare first editions, presentation copies, and desirable miscellaneous items. It is well worth preserving as an example of fine and appropriate printing.

THE now famous "Milton Ovid Script," discovered in 1921 by Professor Hugh Candy, said to contain the autograph manuscript of John Milton's earliest verses, written about 1623 at the age of 15 years, recently brought £7,200 at Sotheby's in London. The volume, subject of widespread interest and discussion, is Ovid's "Metamorphosis" Book 15, printed at Frankfurt-on-Main in 1563. Milton himself is said to have recorded that, when a schoolboy, he was constantly exercising "in English or other tongue, prosing or versing, but chiefly the latter."

THE auction season at the Anderson Galleries closed on May 25th with the sale of the library of John L. Clawson, of Buffalo, destined to be famous in bibliographical annals as one of the most valuable libraries ever brought together by a collector. Its 926 lots brought the huge total of \$642,687.50, which gives it a rank second only to the Hoe library among those sold at auction in this country. William Roberts, of the London *Times*, says that it may fairly claim to be the "choicest private library of its kind and within its limits, either in the United States or in Great Britain." The results bear out Mr.

Roberts' claim. A longer report than space permits here will appear in an early issue of this publication.

BOOKS, illuminated manuscripts, miniatures, autograph letters and documents, selections from a number of important collections, will be sold at Sotheby's in London June 14, 15 and 16. The rarer manuscripts and books include a French Psalter of the thirteenth century; fine leaves from French and Italian choir books; French illustrated books of the eighteenth century; fine French and English bindings; works of Dickens in original wrappers together with presentation copies and corrected proof sheets; early English literature and rare Americana. The autographs include letters by Garrick, Scott, Tennyson, Burns, Dickens, Thackeray and many other famous authors.

"AUGUST 1, 1919, was the hundredth anniversary of Herman Melville's birth," says the London *Times*, "and from that hour, in the incalculable giddy dance of public favor and criticism, his renaissance as an author began: he literally rose from the dead to enchant and puzzle the world. A thick harvest of reviews and articles followed promptly, many rhetorical, a few hysterical, concerned in the main with "Moby Dick"; in fact Melville was paraded and trumpeted as a one-book man, an author of romantic sea tales, who damned himself finally, and drowned his genius in a metaphysical vat. The standard English edition of his works revealed another Melville, notably in "Mardi," "Pierre," and "Bartleby." His greatness, standing four-square for inspection, appeared vast and obscure enough to promote a new literature; and his life work offered a labyrinth for any one with sufficient temerity and patience to blaze here and there." This paragraph is a part of

the explanation of the interest now taken in Melville, especially from a biographical standpoint. It also explains the great interest taken by collectors in the first editions of this long neglected author.

BULLETIN NO. 13 of the William L. Clements Library describing the recently acquired Clinton Papers has just been issued for the use of visitors to the exhibition where a selection is on view. Sir Henry Clinton led the British reinforcements at the Battle of Bunker Hill in 1775 and was commander-in-chief of the British armies in North America when Cornwallis surrendered in 1781. All of his papers have been purchased by Mr. Clements for this library. They comprise over 12,000 documents and over 400 maps. The great majority of the latter are in manuscript. These documents constitute the archives of British headquarters during the Revolution. Sir Edward Creasy has included Saratoga among his "Fifteen Decisive Battles of the World." The papers include the correspondence between Clinton and Burgoyne thruout the summer of 1777, when the latter was making his disastrous march from Canada. There are Sir Henry Clinton's letters explaining why he cannot leave New York, and there are Burgoyne's letters appealing for help. Finally comes Burgoyne's letter of October 20, 1777, announcing that he has been forced to surrender to the Americans under Gates. The tragic episode of the treason of Benedict Arnold and the execution of Major Andre is covered in detail. There are many letters in cypher between Arnold and British headquarters during the seventeen months which preceded the tragedy at West Point. The amount of military information which Arnold betrayed to the British for more than a year before his final act of treason is astonishing. Here is Andre's farewell letter written just before death, his pathetic appeal to the British commander to take care of his mother and sisters, and Clinton's letters telling the story of his friend's sad death. And here, too, is a letter written many years afterwards by Margaret Shippen Arnold, wife of the traitor, begging Clinton to intercede with William Pitt to secure a pension for her husband. The final act at Yorktown

is illustrated with documents which enable us to have the last word on that affair. For the moment the British lost control of the sea. Cornwallis fell back upon Yorktown expecting to find a British fleet to take him off. Instead he found the French fleet under DeGrasse closing in on him. In vain the British commander waited for relief by sea. Here are the letters which Admiral Graves, the British naval commander, wrote to Clinton thruout the summer of 1781, containing all manner of excuses for not putting out to relieve Cornwallis. Clinton was himself obsessed with the idea that Washington intended to attack him in New York and not Cornwallis at Yorktown. This view was strengthened by a letter of Washington's dated May 31, 1781, written to Lafayette in which he stated that he and Rochambeau had decided to attack Clinton. The letter was intercepted and never reached Lafayette, and Washington and Rochambeau swiftly changed their plans. Finally comes Cornwallis's letter of October 20, 1781, announcing his surrender. The whole history of the Revolutionary War, from the British standpoint, is covered authoritatively in these voluminous letters and documents. The military maps are of the greatest interest and historical value. The maps of New York and the Hudson are among the most important. The middle States are well charted. The manuscript map of the Jerseys and Pennsylvania show the march of the armies, day by day, from Brandywine to Monmouth. Here, too, is a little pen and ink sketch of the American lines at Valley Forge evidently brought to Clinton by a spy. The maps of the southern campaigns are remarkable for the amount of topographical detail which they contain. With the manuscripts are several very rare printed maps, including the Moses Brown map of Connecticut, 1769, and William Price map of Boston, 1769. Here are also to be seen two sections of the Bernard Romans map of Florida, 1774, which until the acquisition of the Clinton Papers was thought to exist in one surviving copy, and that in the Library of Congress. Too much credit cannot be given to Mr. Clements for bringing this great historical collection en bloc to the United States and making it accessible to historical students for all time.

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 American Journal of Archaeology. Vols. 20 to 26, 1916-22.
 Biochemical Bulletin. Vol. 5, 1916 up to 1925.
 Baruch. Making of Reparations. 1920.

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Chambers Cyclopaedia, 2 vols. Dublin, 1742.
History of Guicciardini, trans. by Goddard. 10 vols., 1753-61.

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Barclay. White Ladies of Worcester.
Bouvier. Law Dictionary.

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Edited by F. R. Rhodes. 2 vols. Longmans.

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Juetner. Daniel Drake and His Followers.
LeBruyere. The Characters. Nimmo. 1885.
Lakeside Classics. Lakeside Press, Chicago; any
vols.

Leeper. The Argonauts of 49. South Bend,
1894.

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1838.

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Sue. Mysteries of Paris. 3 vols., 1845.
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Thiers. French Revolution. 5 vols.
Thomson. Barbizon School.

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Strange Manuscript Found in Copper Cylinder.
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pensations. Adler, tr. by Jelliffe, N. Y., 1917.
The Open Road. Hewlett.

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no. 11.
Railroad Gazette, N. Y., vols. 1-8, 23-24.
Railway Age, Chicago, vols. 1-6, 10, 12, 13, 21-
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Read. Hist. Inquiry Concerning Henry Hudson.
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Hammond, E. P. Chaucer, a bibliographical
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PICKING representative books is a little like picking the average man, the man of the streets, the normal individual. What is representative, what is average, what is normal? Or choosing best books, perfectly made books, books which best suit their purposes—the jury of the American Institute of Graphic Arts undertakes a difficult task each year.

What are the fifty to show? Are those selected this year, the fourth group to be so selected, to show us what bookmaking was like in the year just past, or what the best bookmaking was like? One is frankly at a loss to read the answer in the selection.

Of the fifty shown, twelve were printed for private distribution; eighteen were issued by private presses (by which I mean here firms or individuals not primarily engaged in the business of issuing and distributing books at a profit); and twenty were issued by recognized publishers regularly engaged in the business of publishing books in the accepted meaning of the phrase. Only twenty trade books—two-fifths of the exhibition! And the average price of these twenty volumes is \$13.25 each.* Only six of these twenty are priced at less than five dollars each.

I submit that these six are the only books in the exhibition which may be considered representative of book publishing in

America today. The representatives of American bookmaking are the \$1.75, \$2.00, \$2.50, and \$3.00 books which pile up on the desk of a literary editor at the rate of a hundred or so a week. What is being done in these books is that which is of significance in bookmaking. If it is impossible to pick fifty well-made books a year out of this vast horde, bookmaking in America is in a sorry state.

It is difficult to discuss the fifty or to analyze them as a group so as to be helpful to publishers trying day by day to produce as well as possible books which may be sold at trade prices. In this difficulty I have chosen to discuss seventeen volumes from the exhibition, in a descriptive manner, without any attempt at evaluating their comparative success.

If you are really interested in the format of these books you ought to have a catalog of the exhibition with facsimile of every title-page, which may be secured for ten cents from the American Institute of Graphic Arts, Art Center, 65 E. 56th St., N. Y. C. I have always made it a practice to clip out of this catalog the descriptions of books which I have in my library or buy at the time of the exhibition, and paste the descriptions in the fronts of the books. This adds to the value of each book as a reference volume for style. I shall not repeat here the details of manufacture given in the catalog.

Here they are, then:

"BRUCE ROGERS, DESIGNER OF BOOKS." By Frederic Warde. *Harvard University Press*. \$3.00.

Harvard University Press books have a charm of their own achieved thru a dignified restraint. Such a book is the Warde book. It is covered with a bluish grey cloth without pattern, and with no stamping. A plain white label with black printing is pasted on the backbone, bearing the title, author's name, two plain rules above

[* The exhibit includes the \$75.00 large paper edition of Pennell which raises the average price of this twenty. There is of course a trade edition at \$15.00.—Ed.]

and below, and a small B.R. thistle mark. The title is composed in Roman caps with no rules and no ornament other than the press mark. A plain two-line Roman initial begins the chapter. There are no running heads. Folios are set in the lower outside corners in plain numerals without brackets or ornamentation. The top is stained light lemon yellow. Front and bottom are untrimmed. There are no headbands.

"GOLD'S GLOOM." Translated by Arthur W. Ryder. Decorations and arrangement of decorations by Vojtech Preissig. *University of Chicago Press.* \$2.00.

The black and orange jacket hides a gorgeous cover of German tapestry paper which goes entirely around the book, but is covered for about two inches at the top with a strip of black vellum cloth over which are pasted, on the front and backbone, brilliant orange labels printed in black. (The tapestry paper is orange and black.) End-sheets are the same brilliant orange as the labels. The feature of the titlepage is a gorgeous pen drawing by Preissig. Ornaments especially drawn by the same artist, in harmony with the titlepage decoration, embellish the chapter-headings. Running heads are Caslon Bold italic caps and lower-case. The book is trimmed all around. The top is stained orange. There are black headbands at head and foot.

"FULL AND BY." Edited by Cameron Rogers. *Doubleday.* \$7.50.

A brilliant orange jacket printed in black with a striking design by Edward Wilson, covers paper-covered boards of a light peach color on which the jacket design is repeated. The back is of black buckram on which is pasted a brilliant orange label on which the title is printed in black. The end-sheets have been cleverly devised with a special design by Mr. Wilson, printed in black and two tints, and delightfully in harmony with the rest of the book. The outstanding feature of the text is the hand-composed Bodoni Bold type. Oddly enough, in a book of this size, containing this sort of verse on this subject, the type seems very successful to me, tho I would never have believed it possible without seeing it. It is largely, I suppose, because Edward Wilson's amazing drawings (printed in several colors) are boldly conceived and boldly executed. Black as the pages are they seem only a little, if at all, too black beside the bold lines of the illustrations.

"A GORGEOUS GALLERY OF GALLANT INVENTIONS." Edited by Hyder E. Rollins. *Harvard University Press.* \$5.00.

Like "A Handful of Pleasant Delights," included in a former group of "Fifty Books of the Year," "A Gorgeous Gallery of Gallant Inventions" is a line-for-line facsimile of a sixteenth-century book of poetry. The typographic style, therefore, was obviously dictated by that of the original, and while delightful is not of great use to the planner of a book of modern poetry. Both of these two books, however, are excellent examples of what may be done with modern typographic devices to reproduce sixteenth-century printing. They belong among the working books of anyone about to plan a book in the style of the sixteenth century.

"HISTORY OF THE BYZANTINE EMPIRE." By Charles Diehl. *Princeton University Press.* \$2.50.

One is immediately impressed by the delightful jacket on this book. The simplest imaginable typographic design has been made from two units—a square and a circle, and printed in two tints on plain craft paper. Over this the title has been printed in black. It is simplicity itself. Any publisher ought to be glad to pay \$2.50 for the jacket alone, to place in his working library. Another unusual feature of the book is a five-page preface set (with the exception of the first word in Roman caps) in italic. It is a bit difficult to read but very pleasant to look at. Running heads are in bold Roman caps. Drop folios are in ornamental brackets, centered on the type page. Front and bottom are untrimmed. There are no headbands.

"THE INVENTION OF PRINTING IN CHINA AND ITS SPREAD WESTWARD." By Thomas Francis Carter. *Columbia University Press*. \$7.50.

One of the most dignified bindings in the exhibition covers this book. It is of plain black vellum with a single block of gold stamping on the backbone and a graceful Buddha stamped in blind on the front cover. There is also a blind rule around the front. The difficult problem of including a chart at least three and a half feet long and the width of the page-length, was solved by Singer-sewing it onto a signature, instead of tipping it in with paste, in which case it would most certainly have been torn out with half a dozen examinations. The text is printed on McMurtrie laid stock, while the halftones are printed on enamelled paper and tipped in. Unfortunately there are still some printers who would have printed the whole book on coated paper on account of these halftones. Chapter heads are set in Roman caps without decoration. Running heads are Roman caps (with the chapter numbers in Roman numerals enclosed in single brackets on the inside margins.) Plain three-line initials begin the chapters. Too-often neglected headbands are used at head and foot.

"THE LONDON PERAMBULATOR." By James Bone. *Knopf*. \$5.00.

This book, "A Sentimental Journey," "Full and By," "A History of the Byzantine Empire," and "Syncopating Saxophones," seem to me to have the finest jackets of any of the books in the exhibition which I have examined. "The London Perambulator" is covered with a plain white jacket, fully half of the front of which is filled with an oval line etching of a drawing by Muirhead Bone. The book is bound in plain black buckram with no stamping on the front and exceedingly plain gold stamping on the backbone. A judicious use of Roman and italic together on titlepage, chapter headings, and running heads, has given a unity to the book. Charming typographic headbands and ornamental initials begin each chapter. A touch of old-fashioned dignity has been added by printing at the bottom of each page the first word of the next, as was done in the first printed books to help the binder. Sixteen beautiful aquatone reproductions of etchings illustrate the book. Front and bottom are untrimmed. There are, unfortunately, no headbands. This is an excellent example of a \$5.00 trade book. It would be hard to conceive producing it for less.

THE MODERN WRITER

BY SHERWOOD ANDERSON



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"THE MODERN WRITER." By Sherwood Anderson. *The Lantern Press*, Gelber Lilienthal, Inc., San Francisco. \$2.00.

A smart effect in the binding has been secured by covering the entire book with a jet-black hand-made paper (probably Fabriano), and printing the title and the author's name on the front in gold ink. The title-page seems to me to be a triumph. It is set in Roman caps thruout with a large, square decoration occupying half of the page. There are no running heads. The folios are set in the center of the bottom of the type page with no brackets. The pages, with wide margins, present an unusually clean and blocky appearance.

"OLD MISSION CHURCHES AND HISTORIC HOUSES OF CALIFORNIA." By Rexford Newcomb. *Lippincott*. \$15.00.

Heavy boards are covered with a dark blue buckram stamped in gold on front and backbone. A blue jacket, of about the same shade as that of the buckram, is printed in gold with the design of the cover. The front and bottom are untrimmed. The top is gilded.

There are headbands at head and foot. Plain running heads of Roman caps and folios at the top of the page are used. There is no attempt at topographic decoration, unless plain, three-line initials at the beginnings of chapters may be called decoration. There is excellent illustration in over 200 halftone page plates, and tail pieces made of illustrative line etchings. It is a large and heavy book of over 400 pages on dull-coated paper and the sturdy binding has taken the weight of the book into account.

RODERIGO
OF BIVAR
BY
T. STURGE
MOORE



NEW YORK
WILLIAM EDWIN RUDGE
MCMXXV

"RODERIGO OF BIVAR." By T. Sturge Moore. Typography by Bruce Rogers. *William Edwin Rudge*. \$6.00.

The paper-covered sides are buff. The back, on which a buff label printed in black is pasted, is of scarlet cloth. The titlepage gains a peculiar distinction thru its narrowness. It is set to a measure several picas shorter than that of the text pages. Except for a simple typographic ornament on the titlepage and the chapter heading and manipulation of rules around B. R.'s mark in the colophon, there is no ornamentation within the book. The text is drama and the text pages have been brightened by setting the names of the speakers in Roman caps of the body type, each name on a line by itself. There are no running heads. The folios are set without brackets in the lower right-hand corners of the pages. The book is untrimmed. There are no headbands.

"A SENTIMENTAL JOURNEY." By Laurence Sterne. *Knopf*. \$5.00.

A plain, light cream-colored jacket, over half the front of which is occupied by a Wilfred Jones woodcut from the inside of the book, covers gay paper sides printed with a dark tan pattern. The back is brown cloth to match the color of the pattern on the coverpaper, stamped in gold. The end sheets are a rich tan. Thus a restful color harmony is established at the outset. The titlepage is daring and successful. The decorative unit is large and placed at the extreme bottom of the type page with but one line of type below it—and is delightful. Typographic stars indicate divisions within single essays. There are no running heads. The folios are set without brackets in the lower outside corners of the pages. The pages are trimmed all around, but are not stained or gilded.

A
SENTIMENTAL
JOURNEY
through
FRANCE
and
ITALY

By LAURENCE STERNE



WOOD ENGRAVINGS BY WILFRED JONES
Published by ALFRED A. KNOPF, New York

SHAKSPEARE'S DEBT TO MONTAIGNE." By George Coffin Taylor. *Harvard University Press*. \$1.50.

It is pleasant to find in the exhibition a book which may be bought for a dollar and a half. The sides are covered with dark rose-colored paper; the back with plain black vellum. On the front is a black and white label upon which the title and author's name are inclosed in a pleasing typographic border. The back is stamped in gold. The top is gilded. There are headbands at the head and foot. A difficult typographical problem presented itself in the necessity to print long quotations from Shakspeare and Montaigne side by side. They are printed in reduced type and the running heads, which are set in Roman caps somewhat larger than the body type, seem to hold the pages together.

"THE SIGNIFICANCE OF ANTHONY TROLLOPE." By Spencer Nichols. *Douglas C. McMurtrie, Inc.* \$7.50.

This volume is bound in Mr. McMurtrie's simple, dignified style, with dark blue-green Roma paper sides and dark green, almost black, cloth back stamped in gold. There is no stamping or printing on the front. The title is set entirely in Roman caps printed in black, with a typographic border printed in green. The one chapter heading follows the same scheme as the title, with two strips of the same decoration printed in the same green, above and below Roman caps and lower case. The folios are set in the lower right-hand corners within plain brackets.

"SKALLAGRIM." By Richard West Saunders. Typography by Bruce Rogers. *William Edwin Rudge.* \$5.00.

A delightful green and orange-brown batik paper covers the boards of the side. The back is white parchment paper with a paper label which matches the orange-brown in the batik paper, printed in black italic caps with a line of typographic ornament above and below also in black. Running heads are in bold-face italic caps and lower case. "Skallagrim" is an operetta, and as in "Roderigo of Bivar" Mr. Rogers has brightened the pages by setting the speakers' names in caps, not on separate lines.

"STUDIES ON MODERN PAINTERS." By Arthur Symons. Typography by Bruce Rogers. *William Edwin Rudge.* \$7.50.

Greenish-blue paper covers the boards of the sides. The back is grey vellum with a white label printed in italic caps and lower case in red. The title page is in two colors—the first word of the title printed in red, the rest, including the large built-up ornament in the center, in black. Plain, four-line initials begin each essay. The essay heads, set in Roman caps a size larger than the text, are not ornamented. Running heads are of Roman caps. Folios are set without brackets at the lower, outside corners.

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"SYNCOATING SAXOPHONES." By Alfred V. Frankenstein. Arrangement and decorations by Vojtech Preissig. *Robert C. Ballou.* \$2.00.

A large pair of lemon-yellow saxophones dance on the moss-green of the jacket. The title is in large lemon-yellow letters on the front and backbone of the jacket. The book is covered with moss-green paper, around the top and bottom edges of which show thin slivers of the lemon-yellow of the jacket. The same lemon-yellow paper (Toyogami) is used for the backbone label which covers the entire backbone. Specially drawn designs are used with each chapter heading, and harmonize with rows of dashes set on the linotype and used at the top and bottom of each page.

"XXVIII SONNETS." By Mrs. William Lowell Putnam. Typography by Bruce Rogers. *William Edwin Rudge.* \$7.50.

The outstanding feature of this volume is its simplicity. The paper-covered board sides are of a brownish red. The back is a light cream colored cloth which looks like a madras shirting, with a plain label printed in Roman caps on white paper with no ornamentation save a Forum dash between the title and author's name. One sonnet is printed on a leaf with nothing on the reverse, so that all left-hand pages are blank. There are no running heads, no headings above the sonnets, and no folios in the accepted meaning of the word. The sonnets are numbered in small arabic numerals within slightly ornamental brackets at the visual center of the top of the type page.

"SKETCHES OF EIGHTEENTH CENTURY AMERICA." By St. John de Crèvecoeur. *Yale University Press.* \$4.00.

A plain blue-green cover is stamped in gold on the backbone, with no stamping of any kind on the front. A fine simplicity marks the type pages. Roman caps are used for the chapter headings, set under a double rule. Roman caps and lower-case

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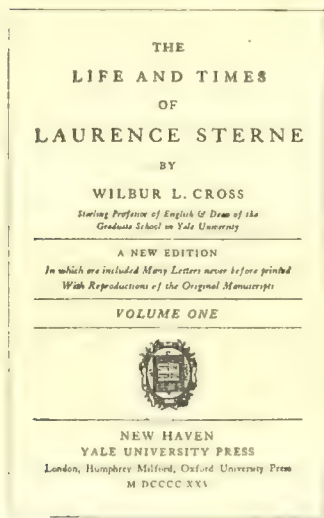
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somewhat larger than the body type are used for running heads; drop folios without brackets are centered on the type page. A small part of the book is in dramatic form. Here the names of the speakers are set in italic caps and lower case of the size of the body type. The index of the book, usually a thorn in the side of any typographic scheme, has been made really decorative by a plain two-line initial at the beginning of each alphabetical division, the first word of the division set in caps. Plain three-line initials begin each chapter. There are binders' headbands at the head and foot.



"THE LIFE AND TIMES OF LAURENCE STERNE." By Wilbur L. Cross. Yale University Press. 2 vols. \$7.00.

A red BA pattern cloth is stamped in gold on the backbone with a coat of arms in blind on the front. The back stamping is in an italic type (caps and lower case) which has a feeling of script about it, and is very successful. A feeling of refined delicacy is achieved thruout, in keeping with the stamping on the backbone, by the use of caps and lower case in the running heads (Roman) and chapter headings of italic caps and lower case. Plain two-line initials begin each chapter. The two volumes are enclosed in a dignified black slip-case.

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Every publisher ought to have a working library of well-designed and well-made books. Many publishers will want to buy as many of the "Fifty Books of the Year" as are for sale. To those who do not care to go to that expense but would like to buy those which will be most useful, I recommend the following:

"Roderigo of Bivar" and "Skallagrim" printed by William Edwin Rudge.

"The Invention of Printing in China" published by Columbia University Press.

"The Modern Writer" published by the Lantern Press.

"Gold's Gloom" published by the University of Chicago Press.

"History of the Byzantine Empire" published by Princeton University Press.

"A Gorgeous Gallery of Gallant Invention" and "Bruce Rogers, Designer of Books" by Harvard University Press.

"A Sentimental Journey" published by Alfred A. Knopf.

In these, it seems to me, so many problems of the arrangement and making of books have been solved well that they should be constantly useful as examples.

To those who wish to collect rare books at not too great an expense, I would recommend the four Bruce Rogers books mentioned in this article, "The Modern Writer," and the two Knopf books.

Museums Should Emphasize Printing

JOHN COTTON DANA, in a paper read on May 18th before the American Association of Museums, deplored the neglect by museums of the printing art.

"Will the work of the printer never find in art museums the high place it should have there?" he asked. "Printing produces in mere words more things that interest the eye and the brain than do all other crafts combined.

"In its more studied forms it is as beautiful as are the outgivings of any art, and add to beauty an irresistible appeal to the mind. Yet the printer's products occupy no high place among 'museum pieces.' Is this because printing is an industry? Or of today? Or of this country? More probably it is because the museum eye is blinded by conventions."

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Authoritative Book on Printing Ink

FRANK D. WIBORG of the famous Cincinnati ink manufacturers of Ault & Wiborg, has added to the reference shelf of the publisher and engraver by a volume just published by Harper entitled "Printing Ink." The book comes from one who has spent a lifetime in this field and who has seen American ink manufacturing grow from small enterprises to a vast national and international importance. During the period of his work, also, there has been the great extension of artificial colors by derivatives of coal tar which have revolutionized ink-making, and Mr. Wiborg ventures to prophesy that the investigations and developments that are now going on may even cause large sections of this book to be rewritten before many years.

The chapters include an historical survey telling the story of ink and its early use in China, India, Egypt and Europe, the development of the making of printing ink as an industry, a study of the different properties used in ink—oils, pigments, dyes, etc.—the story of special inks for the special plate processes which have developed—inks for lithography, photo-engraving, half-tones, rotogravure, etc., a detailed story of the growth of the industry as it has developed in United States.

The volume is completed by a valuable bibliography giving an investigator still further suggestions for study. The book has a popular appeal as well as being a valuable reference book.



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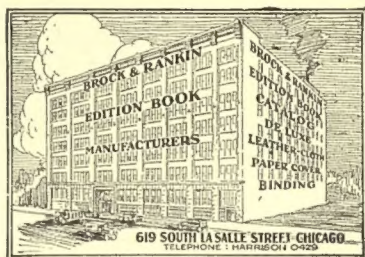
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"It is all in the bindings.

"For fifty years most librarians have held the belief that dark-colored cloth and leather do not show the marks of dirty fingers so much as light-colored materials. But this is a fallacy. White has been very generally adopted as the best color for internal decoration; and altho white is not to be recommended for library bindings, something lighter should be used to look clean, and something brighter to look more cheerful. One or two librarians have realized the truth of this and specify lighter shades, but even in these cases we are doubtful if the reform has been carried far enough.

"The book-reading public has very definite and pronounced tastes on colors of bindings. In the days before "jackets" were so universally used, reds and blues were the most popular and best selling colors. But it is now almost a saying in the publishing business that a 'jacket' sells a book.

"Many people have an objection—reasonable or unreasonable, but at all events, gradually decreasing—to being seen with books from public libraries. In selecting or devising new materials and treatment, this should be kept in view. Here it is not the back of the book that is of importance, but the sides. The back is of comparatively slight importance. The librarian must guard against any feeling of irritation at this objection on the part of borrowers; and above all, he must not dismiss it with contempt. For the sake of the popularity and success of the library he must take it into account and as far as possible meet it."

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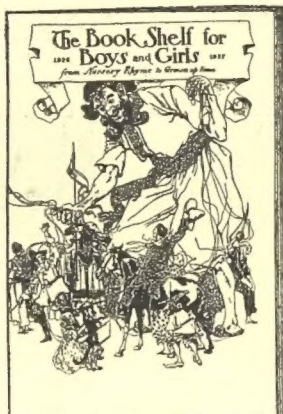
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